

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 23, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	27.7	23,210
2	WORLD SERIES GAME #2(S)	26.8	22,460
3	SIMON & SIMON	26.4	22,120
4	DYNASTY#	25.0	20,950
5	MAGNUM, P.I.	23.9	20,030
7	WORLD SERIES GAME #3(S)	23.9	20,030
8	A TEAM	23.6	19,780
9	DALLAS	23.5	19,690
10	NBC MONDAY NIGHT MOVIES	23.3	19,530
11	FALL GUY#	23.0	19,270
12	60 MINUTES	22.7	19,020
13	COUNTRY MUSIC AWARDS(S)	22.6	18,940
14	AFTERMASH	21.9	18,350
14	HOTEL#	21.4	17,930
14	SCARECROW & MRS. KING	21.4	17,930
17	WORLD SERIES GAME #5(S)	21.0	17,600
17	FALCON CREST	20.8	17,430
18	ABC NFL FOOTBALL SPECIAL(S)	20.7	17,350
19	LOVE BOAT	20.4	17,100
20	KNOTS LANDING	20.1	16,840
21	HILL STREET BLUES	19.6	16,420

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.2	40,010
2	SIMON & SIMON	17.1	37,730
3	WORLD SERIES GAME #1(S)	16.4	36,230
4	FALL GUY#	16.2	35,770
5	WORLD SERIES GAME #2(S)	15.7	34,550
6	SCARECROW & MRS. KING	15.5	34,090
7	MAGNUM, P.I.	15.4	34,030
8	DYNASTY#	15.4	33,930
9	KNIGHT RIDER	15.3	33,770
10	DALLAS	15.0	33,000
11	NBC MONDAY NIGHT MOVIES	14.9	32,900
12	LOVE BOAT	14.7	32,270
13	COUNTRY MUSIC AWARDS(S)	14.5	31,950
14	60 MINUTES	14.5	31,830
15	AFTERMASH	14.2	31,250
16	NBC SUNDAY NIGHT MOVIE	13.9	30,710
17	SILVER SPOONS	13.9	30,650
18	THREE'S COMPANY#	13.8	30,300

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	22.5	19,650
2	SIMON & SIMON	21.4	18,760
3	DALLAS	21.0	18,360
4	COUNTRY MUSIC AWARDS(S)	20.7	18,090
5	NBC MONDAY NIGHT MOVIES	20.4	17,830
6	FALL GUY#	18.5	16,200
7	KNOTS LANDING	17.9	15,680
8	60 MINUTES	17.6	15,430
9	AFTERMASH	17.5	15,270
10	SCARECROW & MRS. KING	17.3	15,140
11	MAGNUM, P.I.	17.3	15,110
12	FALCON CREST	17.1	14,950
13	JEFFERSONS	16.8	14,690
14	HOTEL#	16.3	14,230
15	A TEAM	15.9	13,950
16	LOVE BOAT	15.8	13,860

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	24.0	18,900
2	WORLD SERIES GAME #2(S)	22.5	17,750
3	WORLD SERIES GAME #3(S)	20.2	15,900
4	ABC NFL FOOTBALL SPECIAL(S)	19.9	15,700
5	NFL MONDAY NIGHT FOOTBALL	18.8	14,830
6	WORLD SERIES GAME #5(S)	17.4	13,700
7	60 MINUTES	16.8	13,260
8	SIMON & SIMON	16.8	13,250
9	CBS NFL FOOTBALL GAME 1	16.0	12,590
10	WORLD SERIES PRE GAME #1(S)	15.8	12,440
11	A TEAM	15.8	12,430
12	ABC SUNDAY NIGHT MOVIE#	15.6	12,310
13	FALL GUY#	15.6	12,270
14	HILL STREET BLUES	15.5	12,260
15	MAGNUM, P.I.	15.3	12,100
16	NFL FOOTBALL GAME 2-NBC#	15.0	11,830
17	COUNTRY MUSIC AWARDS(S)	14.5	11,420
18	CBS NFL FOOTBALL POST#	14.3	11,250
19	DYNASTY#	13.9	11,000
20	NBC SUNDAY NIGHT MOVIE	13.8	10,850
21	AFTERMASH	13.7	10,800
22	WORLD SERIES GAME #4(S)	13.6	10,760
23	SCARECROW & MRS. KING	13.4	10,570

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 23, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES	20.9	11,490
2	DYNASTY#	19.9	10,930
3	SIMON & SIMON	19.2	10,560
4	COUNTRY MUSIC AWARDS(S)	18.2	10,030
5	FALL GUY#	17.4	9,560
6	HILL STREET BLUES	16.9	9,290
7	A TEAM	16.8	9,240
8	NBC SUNDAY NIGHT MOVIE	16.5	9,050
9	DALLAS	16.1	8,840
10	SCARECROW & MRS. KING	15.8	8,660
11	KNOTS LANDING	15.7	8,620
12	AFTERMASH	15.5	8,510
13	REMINGTON STEELE	15.2	8,340
14	CHEERS	14.1	7,730
15	MAGNUM, P.I.	13.8	7,560
16	KNIGHT RIDER	13.3	7,310

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.5	8,210
2	60 MINUTES	27.5	7,390
3	SIMON & SIMON	25.9	6,960
4	COUNTRY MUSIC AWARDS(S)	25.7	6,900
5	JEFFERSONS	25.2	6,790
6	FALCON CREST	25.2	6,770
7	DYNASTY#	25.0	6,730
8	ONE DAY AT A TIME	24.9	6,700
9	WORLD SERIES GAME #1(S)	23.8	6,410
10	MAGNUM, P.I.	23.8	6,390
11	WORLD SERIES GAME #2(S)	23.5	6,320
12	ALICE	23.2	6,230
13	TRAPPER JOHN, M.D.	23.0	6,200
14	GOODNIGHT, BEANTOWN	23.0	6,190
15	KNOTS LANDING	22.2	5,960
16	LOVE BOAT	22.0	5,920
17	HOTEL#	21.5	5,780
18	WORLD SERIES GAME #3(S)	21.4	5,760
19	MISSISSIPPI	21.3	5,730

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	20.3	10,790
2	ABC NFL FOOTBALL SPECIAL(S)	18.8	9,990
3	NFL MONDAY NIGHT FOOTBALL	17.8	9,480
4	WORLD SERIES GAME #2(S)	17.5	9,300
5	HILL STREET BLUES	17.1	9,090
6	ABC SUNDAY NIGHT MOVIE#	16.6	8,820
7	A TEAM	16.2	8,620
8	NBC SUNDAY NIGHT MOVIE	15.8	8,420
9	CBS NFL FOOTBALL POST#	15.6	8,300
10	FALL GUY#	15.6	8,290
11	WORLD SERIES GAME #3(S)	15.3	8,150
12	CBS NFL FOOTBALL GAME 1	15.1	8,020
13	SIMON & SIMON	15.0	8,000
14	NFL FOOTBALL GAME 2-NBC#	14.0	7,420
15	HARDCASTLE & MCCORMICK	13.8	7,320
16	MAGNUM, P.I.	13.5	7,180
17	COUNTRY MUSIC AWARDS(S)	13.5	7,160
18	WORLD SERIES GAME #5(S)	13.3	7,060
19	NBC MONDAY NIGHT MOVIES	13.3	7,050
20	WORLD SERIES PRE GAME #1(S)	13.0	6,920
21	60 MINUTES	12.8	6,810
22	KNIGHT RIDER	12.7	6,780

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	33.8	6,920
2	WORLD SERIES GAME #1(S)	31.6	6,480
3	WORLD SERIES GAME #3(S)	31.5	6,460
4	WORLD SERIES GAME #5(S)	26.4	5,410
5	60 MINUTES	26.3	5,390
6	WORLD SERIES GAME #4(S)	22.5	4,610
7	WORLD SERIES PRE GAME #1(S)	21.4	4,390
8	ABC NFL FOOTBALL SPECIAL(S)	21.1	4,330
9	SIMON & SIMON	21.1	4,320
10	WORLD SERIES PRE GAME #2(S)	21.0	4,300
11	MAGNUM, P.I.	20.9	4,200
12	WORLD SERIES PRE GAME #3(S)	20.0	4,100
13	NFL MONDAY NIGHT FOOTBALL	19.7	4,040
14	DYNASTY#	18.8	3,850
15	ALICE	18.7	3,840
16	DALLAS	18.7	3,840
17	NEWHART#	17.9	3,670
18	ONE DAY AT A TIME	17.9	3,670
19	COUNTRY MUSIC AWARDS(S)	17.9	3,660
20	HOTEL#	17.8	3,650
21	JEFFERSONS	17.7	3,630
22	AFTERMASH	17.6	3,600
23	T.J. HOOKER	17.2	3,520
24	GOODNIGHT, BEANTOWN	16.7	3,420

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 23, 1983

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 55+

RANK <small>(LAST WEEK)</small>	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CBS NFL FOOTBALL GAME 1	16.4	3,370

NOTES

2ND OCT. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	35-44	45-54	55-64	65+	TOTAL	18-34	35-44	45-54	55-64	65+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
ALICE																															
1	SUN.	8.20P	30	CBS	CS	4	200	201	A	17.0	25	1425	1672	761	247	836	222	339	313	323	438	582	141	266	249	264	269	129	61	125	90
2	SUN.	8.00P	30			99	99		B	17.7	26	1483	1603	730	284	800	221	337	317	326	404	543	151	250	232	245	248	111	66	149	96
BENSON																															
2	FRI.	8.00P	30	ABC	CS	5		201	A	15.8	27	1324	1798	659	253	816	235	379	354	376	349	592	218	381	336	257	180	96	42	294	240
						98			B	14.8	27	1240	1665	740	298	855	277	460	421	354	337	501	156	264	245	226	203	110	65	199	133
BOONE																															
	MON.	8.00P	60	NBC	GD	4	205	200	A	11.2	17	939	1782	714	231	857	240	449	368	387	358	540	155	321	275	266	194	152	90	233	160
		8.00 - 8.30				99	97		B	10.8	16	905	1766	719	235	834	223	435	367	380	352	553	162	327	288	278	189	152	92	227	148
		8.30 - 9.00							A	10.6	16	888	1720	693	238	834	226	415	354	374	366	538	154	309	268	260	200	149	88	199	129
									A	11.8	17	989	1828	730	226	876	254	479	377	395	351	539	157	329	276	265	190	150	90	263	186
BUNCO(S)																															
2	TUE.	10.00P	60	NBC	OP		202	99	A	14.6	25	1223	1491	652	210	729	248	457	429	325	228	656	326	493	362	242	135	77	27	29	17
		10.00 - 10.30							A	15.2	25	1274	1531	668	207	750	261	476	458	333	224	668	342	506	374	232	130	83	30	30	16
		10.30 - 11.00							A	14.0	25	1173	1438	633	211	702	229	430	396	317	233	642	307	478	353	251	138	69	25	25	17
CANDID CAMERA NOW & THEN(S)																															
1	WED.	10.00P	60	NBC	CV		203	98	A	13.8	21	1156	1757	712	236	800	345	531	423	284	243	628	290	459	372	250	143	221	162	108	65
		10.00 - 10.30							A	14.1	21	1182	1772	703	232	784	327	511	422	285	243	652	298	488	388	271	138	228	179	108	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																																
I LOVE MEN(S)																																
2	WED.	10.30P	60	NBC	CS	197	96	A	10.6	20	888	1474	587	173^	683	215^	420	339	332	233^	573	267	404	294	221^	149^	177^	99^	41^	10^		
10.30 - 11.00																																
11.00 - 11.30																																
IT'S NOT EASY																																
2	THU.	9.30P	30	ABC	CS	193	196	A	9.5	14	796	1636	751	253	838	324	468	406	359	294	519	156	293	276	253	180	160	72^	119^	81^		
THU. 9.30P 30 ABC CS 98 98																																
JEFFERSONS																																
1	SUN.	9.20P	30	CBS	CS	199	200	A	19.4	28	1626	1589	801	264	904	256	422	416	392	418	464	157	280	249	224	149	146	92	170	108		
2 SUN. 9.00P 30																																
JENNIFER SLEPT HERE																																
2	FRI.	8.30P	30	NBC	CS	199	99	A	12.2	20	1022	1793	596	275	696	194^	399	416	352	244	554	145^	303	324	271	212^	244	113^	299	188^		
2 FRI. 8.30P 30 NBC CS 99																																
JOHN GLENN PAID POLITICAL(S)																																
1	SAT.	8.53P	7	CBS	P	178	93	A	8.4	15	704	1872	748	236^	831	272^	438	385	381	335	554	145	303	324	271	212	244	113	299	188		
1 SAT. 8.53P 7 CBS P 93																																
JUST OUR LUCK																																
2	TUE.	8.00P	30	ABC	CS	205	99	A	12.4	19	1039	1824	549	284	717	341	469	384	278	179^	471	219^	316	264	214^	101^	281	188^	355	249		
2 TUE. 8.00P 30 ABC CS 99																																
KNIGHT RIDER																																
2	SUN.	8.00P	60	NBC	A	209	205	A	18.1	26	1517	2226	686	247	757	263	484	476	372	225	676	280	447	412	301	182	279	118	514	345		
SUN. 8.00 - 8.30																																
8.30 - 9.00																																
KNOTS LANDING																																
4	THU.	10.00P	60	CBS	GD	200	200	A	20.1	33	1684	1578	824	256	931	330	513	463	397	354	426	160	256	229	197	137	125	59^	96	64^		
THU. 10.00P 60 CBS GD 99 99																																
10.00 - 10.30																																
10.30 - 11.00																																
LOTTERY																																
2	FRI.	9.00P	60	ABC	A	197	97	A	12.5	20	1048	1770	600	249	684	207^	365	347	347	245	628	239	423	342	273	178^	166^	71^	292	228		
2 FRI. 9.00P 60 ABC A 97																																
9.00 - 9.30																																
9.30 - 10.00																																
LOVE BOAT																																
4	SAT.	9.00P	60	ABC	CS	202	202	A	20.4	35	1710	1887	728	245	810	259	416	370	343	345	591	230	355	311	225	197	217	136	269	200		
SAT. 9.00P 60 ABC CS 97 98																																
9.00 - 9.30																																
9.30 - 10.00																																
MAGNUM, P.I.																																
4	THU.	8.00P	60	CBS	PD	205	206	A	23.9	37	2003	1699	696	223	755	214	377	370	366	320	605	223	359	307	282	211	144	58	195	130		
THU. 8.00P 60 CBS PD 99 99																																
8.00 - 8.30																																
8.30 - 9.00																																
MAMA'S FAMILY																																
3	THU.	8.30P	30	NBC	CS	200	199	A	15.8	24	1324	1809	727	235	797	208	361	340	327	378	494	170	266	257	215	168	182	124	336	233		
THU. 8.30P 30 NBC CS 98 98																																
MANIMAL																																
3	FRI.	9.00P	60	NBC	SF	196	202	A	10.1	16	846	2183	640	250	716	271	524	468	393	150	701	290	526	458	352	138^	282	140	484	294		
FRI. 9.00P 60 NBC SF 98 98																																
9.00 - 9.30																																
9.30 - 10.00																																
MATT HOUSTON																																
2	FRI.	10.00P	60	ABC	PD	199	99	A	13.8	24	1156	1582	678	215	726	207	384	381	359	277	590	176^	356	344	297	195^	113^	45^	153^	101^		
2 FRI. 10.00P 60 ABC PD 99																																
CONT'D																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																			
MATT HOUSTON-CONT'D																																			
10.00 - 10.30													A 13.8 24	1156	1576	667 212	717 203	370 368	352 281	594 193^	380 356	293 181^	128^ 51^	137^ 92^											
10.30 - 11.00													A 13.7 24	1148	1590	688 219	736 210	397 397	365 274	588 159^	332 334	300 210	98^ 39^	168^ 111^											
MISSISSIPPI																																			
TUE. 8.00P 60 CBS GD 4 193 200													A 13.1 20	1098	1443	740 199	858 151	271 282	390 522	438 111	176 189	180 228	39^ 37^	108 79^											
8.00 - 8.30													B 13.9 21	1165	1453	763 220	850 159	300 298	408 494	468 112	200 200	212 236	37 25	98 68											
8.30 - 9.00													A 12.7 20	1064	1430	724 190	848 151	271 269	377 516	451 123	185 199	182 230	33^ 33^	98^ 68^											
													A 13.4 20	1123	1461	756 208	875 153	272 295	405 532	428 101^	167 176	178 229	43^ 40^	115 89^											
MR. SMITH																																			
FRI. 8.00P 30 NBC CS 4 200 201													A 10.7 19	897	2120	631 238	683 255	484 441	358 148	641 270	416 369	239 198	303 123^	493 298											
													B 11.4 20	955	1963	630 222	718 259	465 438	335 210	606 259	404 360	241 180	231 105	408 276											
NBC MONDAY NIGHT MOVIES																																			
MON. 9.00P 120 NBC FF 3 198 201													A 23.3 34	1953	1685	768 265	913 366	588 469	370 276	515 225	362 304	209 126	163 95	94 64											
9.00 - 9.30													B 22.5 34	1886	1605	780 269	916 361	591 485	380 279	471 201	326 287	194 119	145 92	73 51											
9.30 - 10.00													A 20.5 29	1718	1824	799 282	939 363	598 467	388 292	562 248	399 331	222 133	187 101	136 94											
10.00 - 10.30													A 23.6 33	1978	1757	781 268	929 369	603 477	383 283	516 232	372 312	212 116	177 99	135 91											
10.30 - 11.00													A 24.9 37	2087	1609	749 261	896 374	584 465	362 263	504 221	351 297	203 126	150 92	59 37^											
													A 24.1 38	2020	1573	752 249	892 357	571 461	357 271	488 203	329 281	203 133	142 87	51^ 36^											
NBC NEWS DIGEST-M-F																																			
1 M-F 8.58P 1 NBC N 20 180 181													A 12.3 19	1031	1906	699 234	786 248	439 390	364 300	593 223	372 324	257 189	217 103	310 207											
2 MTUHF 8.58P 1													B 12.1 19	1014	1800	655 234	738 226	405 368	337 288	620 218	366 317	268 218	189 89	253 167											
2 WED. 9.28P 1																																			
NBC NEWS DIGEST-2-M-F																																			
6 180 187													A 13.5 20	1131	1821	759 280	851 368	570 496	359 233	601 286	427 343	244 143	187 115	182 116											
1 MON. 9.54P 1 NBC N 89 90													B 12.6 19	1056																					
1 W & F 9.58P 1																																			
2 TU&TH 9.58P 1																																			
NBC NEWS DIGEST-SAT																																			
SAT. 8.58P 1 NBC N 4 184 183													A 11.3 19	947	2267	766 256	847 294	516 451	381 272	615 238	363 327	220 211	273 171	532 369											
													B 10.3 18	863	1896	681 233	735 223	439 392	372 252	595 197	339 313	248 214	193 109	373 259											
NBC NEWS DIGEST-2-SAT.																																			
2 SAT. 9.58P 1 NBC N 1 180													A 6.3 11	528	2295	701 381^	856 381^	539 443	319^282^	688 278^	367^368^	307^247^	120^ 42^	631 532											
													B 6.3 11	528	2295	701 381	856 381	539 443	319 282	688 278	367 368	307 247	120 42	631 532											
NBC NEWS DIGEST-SUN																																			
SUN. 8.58P 1 NBC N 4 188 188													A 16.3 23	1366	2173	703 282	774 278	504 495	381 209	663 256	450 400	313 178	300 135	436 289											
													B 16.2 24	1358	2200	706 302	800 303	541 490	372 211	693 261	479 427	335 176	292 135	415 272											
NBC NEWS DIGEST-2-SUN.																																			
1 SUN. 9.58P 1 NBC N 2 187													A 17.0 26	1425	2072	735 368	789 358	619 501	377 143^	697 392	643 448	294 44^	386 206	200 128^											
													B 16.3 25	1366	2039	725 306	800 298	557 482	400 210	720 330	565 463	337 116	324 153	195 146											
NBC NIGHTLY NEWS-SAT.																																			
SAT. 6.30P 30 NBC N 3 158 158													A 9.1 19	763	1548	686 188	804 122^	246 214	295 516	557 128^	224 216	226 304	87^ 53^	100^ 58^											
													B 8.8 19	737	1481	668 177	769 121	240 223	301 482	543 118	219 217	237 292	85 48	84 54											
NBC NIGHTLY NEWS-SUN																																			
1 SUN. 6.30P 30 NBC N 2 139													A 5.3 9	444	2002	670 212^	926 230^	392^276^	390^476^	666 200^	408^298^	336^242^	240^ LT	170^ 132^											
													B 5.6 10	469	1694	545 151	681 155	253 212	283 372	700 214	378 300	310 276	207 61	106 88											
NBC NIGHTLY NEWS																																			
M-F 6.30P 30 NBC N 20 204 204													A 10.6 20	888	1502	677 227	771 140	297 286	345 441	578 141	265 247	270 282	68 23^	85 60^											
													B 10.1 20	846	1525	664 240	753 146	297 292	339 416	604 154	282 256	272 288	77 36	91 65											
NBC SUNDAY NIGHT MOVIE																																			
SUN. 9.00P 120 NBC FF 3 201 198													A 19.3 29	1617	1899	737 311	809 319	560 507	391 194	670 294	520 411	316 119	236 130	184 125											
9.00 - 9.30													B 18.8 29	1575	1929	726 321	807 330	575 509	380 182	700 316	534 419	319 133	241 114	181 121											
9.30 - 10.00													A 18.7 27	1567	1872	711 276	790 316	531 488	361 201	659 273	481 393	324 141	214 113	209 134											
10.00 - 10.30													A 19.6 29	1642	1930	731 301	813 315	566 502	394 197	677 306	538 427	313 112	263 143	177 117											
10.30 - 11.00													A 19.8 30	1659	1887	742 333	810 323	565 511	393 189	660 294	524 400	306 109	238 134	179 130											
													A 19.3 31	1617	1878	756 334	817 322	569 519	409 189	672 301	530 411	308 114	220 124	169 120											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		2ND OCT. 1983 REPORT			
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)											
#														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.														
EVENING CONT'D																																								
NEWHART																																								
2	MON.	9.30P	30	CBS	CS	1	199	A	17.1	25	1433	1447	700 193	794 262	389 395	367 337	538 127 ^A	250 282	294 256	63 ^A 24 ^V	52 ^A 24 ^V																			
NEWSBREAK-M-F																																								
1	M-F	8.58P	1	CBS	N	20	176 182	A	16.3	25	1366	1776	735 217	803 233	378 375	362 357	563 186	316 284	268 210	139 77	271 179																			
2	MTUHF	8.58P	1				90 90	B	16.3	25	1366	1800	766 249	833 261	419 394	362 358	574 203	336 306	265 200	138 69	255 163																			
2	WED.	8.36P	1																																					
NEWSBREAK-SAT.																																								
SAT.																																								
1	SAT.	8.58P	1	CBS	N	4	180 182	A	9.8	17	821	1648	768 224	857 214	379 374	397 414	561 139 ^A	241 279	309 264	109 ^A 60 ^A	121 ^A 77 ^A																			
NEWSBREAK-SUN.																																								
SUN.																																								
1	SUN.	9.18P	1	CBS	N	4	185 188	A	16.6	24	1391	1572	798 239	895 219	386 375	394 443	470 85	178 218	236 239	102 63 ^A	105 69 ^A																			
2	SUN.	8.58P	1				93 95	B	17.4	25	1458	1559	754 290	845 217	366 355	377 418	495 133	219 224	228 233	92 63	127 81																			
NFL MONDAY NIGHT FOOTBALL																																								
1 MON.																																								
1	MON.	9.00P	190	ABC	SE	6	210 210	A	18.8	31	1575	1510	432 226	460 169	296 260	246 125	941 349	602 567	489 255	69 ^A 16 ^V	40 ^A 27 ^A																			
2	MON.	9.00P	207				99 99	B	17.1	29	1433	1543	427 210	449 155	287 265	240 127	949 374	611 553	446 260	88 21	57 40																			
9.00 - 9.30																																								
9.30 - 10.00																																								
10.00 - 10.30																																								
10.30 - 11.00																																								
11.00 - 11.30																																								
11.30 - 12.00																																								
12.00 - 12.30																																								
A 16.3 42 1366 1427 408 175 443 173 277 226 231 124 948 346 586 541 510 268 36 ^A LT LT LT																																								
9 TO 5																																								
THU.																																								
1	THU.	9.00P	30	ABC	CS	4	198 199	A	10.5	16	880	1633	712 249	769 273	418 398	321 289	516 179	302 286	242 180	169 79 ^A	179 127 ^A																			
OH MADELINE																																								
2 TUE.																																								
1	TUE.	9.30P	30	ABC	CS	3	208	A	15.7	24	1316	1812	643 282	728 293	442 382	281 221	665 259	404 381	288 176	217 173 ^A	202 163 ^A																			
ONE DAY AT A TIME																																								
1 SUN.																																								
1	SUN.	8.50P	30	CBS	CS	3	202 202	A	17.8	26	1492	1666	790 258	888 226	376 360	375 450	520 120	224 249	245 246	135 69 ^A	123 81																			
2 SUN.																																								
2	SUN.	8.30P	30				99 99	B	17.8	26	1492	1608	764 259	862 228	376 359	364 429	487 130	214 227	216 226	116 68	143 93																			
REAL PEOPLE																																								
1 WED.																																								
1	WED.	8.00P	60	NBC	PV	5	200 202	A	15.9	24	1332	1658	703 180	782 232	389 357	345 341	555 152	293 264	234 235	192 97	129 72 ^A																			
2 WED.																																								
2	WED.	8.36P	54				98 99	B	15.3	25	1282	1599	687 210	753 206	353 339	334 352	545 142	270 249	250 246	162 95	139 83																			
8.00 - 8.30																																								
8.30 - 9.00																																								
9.00 - 9.30																																								
REMINGTON STEELE																																								
TUE.																																								
1	TUE.	9.00P	60	NBC	PD	4	200 205	A	18.9	28	1584	1690	719 282	798 330	526 476	348 227	586 270	417 351	238 144	146 85	160 119																			
9.00 - 9.30																																								
9.30 - 10.00																																								
RIPLEY'S BELIEVE IT-NOT																																								
2 SUN.																																								
2	SUN.	7.00P	60	ABC	U	4	175	A	10.8	18	905	1887	612 282	725 255	460 464	360 197 ^A	664 290	458 374	287 166 ^A	221 ^A 76 ^A	277 215 ^A																			
7.00 - 7.30																																								
7.30 - 8.00																																								
A 11.2 19 939 1976 654 336 775 287 518 516 387 178 ^A 686 324 502 376 295 148 ^A 223 ^A 87 ^A 292 237 ^A																																								
ROUSTERS																																								
SAT.																																								
1	SAT.	9.00P	60	NBC	A	3	198 198	A	9.1	15	763	2114	741 283	838 328	516 475	389 246	664 252	389 370	307 217	200 110 ^A	412 319																			
2 SAT.																																								
2	SAT.	9.00P	60	NBC	A	3	198 198	B	9.4	16	788	1972	728 290	803 272	493 458	401 258	582 198	328 329	268 205	183 89	404 299																			
CONT'D																																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		KEY		AVG. SHARE %		AVG. AUD (0,000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
																				TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TEENS (12-17)		CHILDREN (2-11)	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL										TOTAL FEM.		TOTAL M-11									
														TOTAL										TOTAL FEM.		TOTAL M-11									
EVENING CONT'D																																			
20/20-CONT'D																																			
THU. 10.00P 60 ABC DN 99 99																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
WE GOT IT MADE 5 205 204																																			
THU. 9.00P 30 NBC CS 99 99																																			
WEBSTER 5 199																																			
2 FRI. 8.30P 30 ABC CS 97																																			
WHIZ KIDS 2 188																																			
1 WED. 8.00P 60 CBS A 99																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
WORLD SERIES PRE GAME #1(S) 217																																			
1 TUE. 8.00P 15 ABC SC 99																																			
WORLD SERIES GAME #1(S) 217																																			
1 TUE. 8.15P 170 ABC SE 99																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
WORLD SERIES PRE GAME #2(S) 217																																			
1 WED. 8.00P 15 ABC SC 99																																			
WORLD SERIES GAME #2(S) 217																																			
1 WED. 8.15P 173 ABC SE 99																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
11.00 - 11.30																																			
WORLD SERIES PRE GAME #3(S) 217																																			
1 FRI. 8.00P 14 ABC SC 99																																			
WORLD SERIES GAME #3(S) 217																																			
1 FRI. 8.14P 179 ABC SE 99																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
11.00 - 11.30																																			

2ND OCT. 1983 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	WOMEN					MEN					TOTAL FEM.	TOTAL										
														18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	12-17	6-11											
EVENING CONT'D																																				
YELLOW ROSE																																				
SAT. 10.00P 60 NBC GD 2 204 204																																				
10.00 - 10.30																																				
10.30 - 11.00																																				
LATE FRINGE																																				
ABC NEWS:NIGHTLINE-T-F 15 176 173																																				
1 TUE. 11.36P 60 ABC N 94 93																																				
1 WED. 11.39P 61																																				
1 THU. 11.30P 60																																				
1 FRI. 11.44P 46																																				
2 TUTHF 11.30P 60																																				
2 WED. 12.08A 22																																				
11.30 - 12.00																																				
12.00 - 12.30																																				
12.30 - 1.00																																				
ABC NEWS:NIGHTLINE-MON 4 177 177																																				
1 MON. 12.40A 38 ABC N 94 94																																				
2 MON. 12.57A 30																																				
12.30 - 1.00																																				
1.00 - 1.30																																				
ABC NEWS:NIGHTLINE-FRI(B) 172																																				
1 FRI. 12.30A 15 ABC N 91																																				
ABC NEWS:NIGHTLINE-WED(B) 175																																				
2 WED. 12.30A 44 ABC N 94																																				
12.30 - 1.00																																				
1.00 - 1.30																																				
ABC WEEKEND REPORT-SAT. 4 161 160																																				
SAT. 11.00P 15 ABC N 88 87																																				
ABC WEEKEND REPORT-SUN. 4 164 157																																				
1 SUN. 11.00P 15 ABC N 90 90																																				
2 SUN. 12.53A 30																																				
CBS NEWS NIGHTWATCH-1 20 70 67																																				
1 MON. 2.14A 16 CBS N 66 64																																				
1 TU-THS 2.00A 30																																				
2 MTUTHS 2.00A 30																																				
2 WED. 2.08A 22																																				
CBS NEWS NIGHTWATCH 2 20 106 106																																				
M-THSU 2.30A 210 CBS N 84 88																																				
2.30 - 3.00																																				
3.00 - 3.30																																				
3.30 - 4.00																																				
4.00 - 4.30																																				
4.30 - 5.00																																				
5.00 - 5.30																																				
5.30 - 6.00																																				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG AUD. SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (7-11)			
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	TOTAL	B & I
WEEKEND DAYTIME CONT'D																												
NCAA FOOTBALL-CBS-CONT'D																												
		4.00 - 4.30						A	9.7	26	813	1316	386	115	189	178	848	230	412	450	504	315	46	LT	36	36		
		4.30 - 5.00						A	10.5	27	880	1581	396	133	249	161	871	259	452	431	498	310	228	75	52	45		
		5.00 - 5.30						A	11.6	30	972	1493	390	157	233	169	851	233	442	415	506	327	167	66	61	41		
		5.30 - 6.00						A	12.1	28	1014	1484	365	148	215	183	788	203	394	411	473	303	192	73	109	86		
		6.00 - 6.30						A	13.4	28	1123	1503	390	157	197	197	810	253	451	421	438	300	134	17	141	114		
		6.30 - 7.00						A	14.7	29	1232	1490	376	149	171	174	798	257	451	398	438	301	98	14	186	135		
NCAA TODAY POST-CBS																												
		1 SAT.	3.48P	12 CBS SC		4	150	A	3.3	8	277	1819	760	224	122	189	678	238	411	411	304	267	168	24	116	29		
						81		B	5.9	16	494	1575	412	126	229	159	791	276	490	444	376	265	152	97	185	126		
NEW FAT ALBERT SHOW																												
		2 SAT.	1.00P	30 CBS CA		3	153	A	4.7	15	394	1622	222	LT	41	151	338	280	280	156	58	24	150	96	811	617		
						81		B	4.5	15	377	1420	355	176	73	101	231	163	189	126	68	31	97	33	690	433		
NEW YORK CITY MARATHON(S)																												
		2 SUN.	10.30A	180 ABC SE		177		A	6.3	18	528	1402	514	162	312	146	690	320	518	385	269	165	136	66	57	47		
						97																						
		10.30 - 11.00						A	4.3	15	360	1392	374	164	289	64	578	169	444	444	317	134	199	85	200	111		
		11.00 - 11.30						A	5.5	17	461	1184	442	85	371	90	549	262	418	353	245	131	85	85	108	108		
		11.30 - 12.00						A	6.2	18	520	1283	482	163	400	93	726	297	574	467	350	152	75	75	LT	LT		
		12.00 - 12.30						A	6.9	19	578	1574	535	228	361	164	837	392	650	469	318	187	155	37	47	47		
		12.30 - 1.00						A	8.5	22	712	1511	558	205	251	183	751	395	549	313	216	202	157	56	45	45		
		1.00 - 1.30						A	6.5	15	545	1360	604	103	202	228	606	320	416	290	193	150	150	75	LT	LT		
NFL '83-NBC																												
						6	192	195	A	5.6	16	469	1469	439	233	252	174	763	273	548	486	407	200	97	46	171	88	
NFL FOOTBALL GAME 1-NBC																												
		1 SUN.	12.30P	30 NBC SC		98	98	B	4.8	15	402	1397	356	167	179	159	742	277	539	500	374	182	140	56	139	78		
		2 SUN.	12.33P	27																								
NFL FOOTBALL GAME 2-NBC																												
		1 SUN.	1.00P	201 NBC SE		99		A	12.6	31	1056	1268	402	198	219	203	757	252	511	483	420	200	56	31	35	22		
								B	11.6	29	972	1376	358	153	225	215	838	313	533	502	410	238	109	34	48	33		
		1.00 - 1.30						A	11.0	30	922	1218	394	208	216	201	716	225	505	467	410	194	49	22	52	35		
		1.30 - 2.00						A	12.5	32	1048	1197	335	192	190	169	765	245	511	481	429	217	45	18	47	23		
		2.00 - 2.30						A	12.8	32	1073	1330	375	217	213	192	872	292	615	568	493	200	57	28	15	11		
		2.30 - 3.00						A	12.2	30	1022	1323	409	195	227	194	755	299	517	469	381	188	92	55	42	35		
		3.00 - 3.30						A	13.7	32	1148	1266	444	201	236	229	699	252	458	436	373	193	60	38	36	22		
		3.30 - 4.00						A	14.1	31	1182	1338	442	204	239	227	792	261	518	501	438	220	55	33	24	9		
		4.00 - 4.30						A	12.1	26	1014	1179	437	132	183	182	658	147	384	390	356	220	35	24	24	24		
NFL FOOTBALL GAME 2-NBC																												
		2 SUN.	4.00P	95 NBC SE		2	206	A	14.2	28	1190	1691	448	201	296	286	994	391	624	567	478	273	123	44	93	52		
			5.41P	83																								
		4.00 - 4.30						A	7.5	16	629	1579	501	210	311	298	920	322	525	430	451	303	66	15	77	56		
		4.30 - 5.00						A	14.3	30	1198	1607	441	195	282	293	984	368	610	522	489	293	92	25	75	49		
		5.00 - 5.30						A	16.6	34	1391	1579	385	181	246	249	1000	414	623	554	463	275	98	31	80	50		
		5.30 - 6.00						A	16.5	33	1383	1586	395	172	241	244	1002	393	600	548	464	295	88	31	84	50		
		6.00 - 6.30						A	14.7	27	1232	1744	472	227	302	275	998	414	648	589	464	262	153	65	92	43		
		6.30 - 7.00						A	15.7	28	1316	1822	468	210	339	308	993	381	651	616	509	244	184	77	122	56		
		7.00 - 7.30						A	15.0	25	1257	2056	554	219	424	397	1063	432	707	660	512	251	199	72	123	61		
NFL FOOTBALL POST-NBC																												
		1 SUN.	4.12P	12 NBC SC		4	203	A	6.7	15	561	1360	419	146	208	237	731	153	500	471	421	216	83	70	104	102		
						99		B	5.6	13	469	1463	373	139	226	236	844	269	572	542	442	229	146	55	70	57		
NFL FOOTBALL GM 1-NBC (B)																												
		2 SUN.	1.00P	190 NBC SE		197		A	8.8	20	737	1845	393	239	253	257	1106	510	731	633	459	294	146	39	178	77		
						81																						
		1.00 - 1.30						A	6.9	17	578	1723	414	261	227	229	917	495	550	447	251	291	52	23	325	122		
CONT'D																												

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2ND OCT. 1983 REPORT

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																									
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	WOMEN					MEN					TEENS (12-17)	CHILDREN (7-11)										
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+								
WEEKEND DAYTIME CONT'D																																			
SPIDERMAN/HULK 1										6	172	170	A	6.3	21	528	1595	268	110	277	137	213	164	108	64	294	217	249	190	51	26	299	63	725	391
SAT. 11.30A 30 NBC CA										87	87	B	5.5	20	461	1752	307	145	321	183	253	163	119	53	275	175	208	171	72	48	356	135	798	434	
SPIDERMAN/HULK 2										6	172	168	A	6.1	20	511	1712	390	156	436	229	344	259	166	92	281	183	206	166	57	41	280	88	715	374
SAT. 12.00N 30 NBC CA										87	86	B	5.6	19	469	1789	363	188	402	218	313	216	156	77	263	153	168	138	67	63	293	133	831	477	
SPORTSWORLD-SAT.										2		177	A	4.1	11	344	1360	466	162	483	130	276	223	271	202	665	342	478	389	203	187	32	32	180	102
2 SAT. 4.00P 90 NBC SA										92			B	5.0	13	419	1412	461	160	485	108	250	245	277	211	737	318	487	432	264	234	49	29	141	67
4.00 - 4.30													A	3.7	10	310	1281	459	142	468	58	213	174	307	236	636	361	490	438	185	146	22	22	155	116
4.30 - 5.00													A	4.1	11	344	1392	364	117	364	84	191	148	209	173	725	406	551	441	206	174	35	35	268	204
5.00 - 5.30													A	4.3	11	360	1464	592	227	639	250	430	350	310	209	661	280	422	319	228	239	36	36	128	17
SUNDAY MORNING										4	168	170	A	4.7	21	394	1327	609	302	655	172	272	274	290	355	576	203	323	332	264	188	LT	LT	94	74
SUN. 9.00A 90 (B5) N										90	93	B	4.4	20	369	1293	588	286	626	130	249	245	290	346	557	179	295	316	252	205	LT	LT	102	67	
9.00 - 9.30													A	3.8	20	318	1321	680	347	730	160	292	371	342	399	535	129	239	299	299	205	LT	LT	56	56
9.30 - 10.00													A	4.9	22	411	1331	616	294	655	159	259	268	297	360	570	212	329	312	253	182	LT	LT	102	102
10.00 - 10.30													A	5.2	21	436	1358	567	296	620	195	275	248	255	333	626	256	384	385	250	184	LT	LT	112	59
THIS WEEK-DAVID BRINKLEY										4	176	151	A	3.7	10	310	1577	663	147	735	196	278	272	200	401	703	367	445	367	174	200	LT	LT	126	126
1 SUN. 11.30A 60 ABC N										94	91	B	3.4	10	285	1389	574	153	616	164	237	233	205	324	648	272	330	281	210	251	LT	LT	118	104	
2 SUN. 1.30P 60																																			
11.30 - 12.00													A	3.6	13	302	1791	675	192	701	271	314	292	140	330	1017	623	756	741	202	192	LT	LT	73	73
12.00 - 12.30													A	3.5	12	293	1348	576	113	634	112	188	235	168	399	452	182	240	144	58	212	LT	LT	262	262
1.30 - 2.00													A	4.3	9	360	1553	675	221	811	227	342	303	256	398	627	278	314	293	247	183	36	36	79	79
2.00 - 2.30																																			
THUNDARR										6	151	148	A	5.3	16	444	1858	425	124	450	236	327	231	156	123	251	136	195	163	59	56	364	205	793	341
SAT. 12.30P 30 NBC CA										85	81	B	4.8	16	402	1746	343	133	363	218	264	180	108	94	236	119	161	121	59	75	320	163	827	457	
USA-WORLD-AMATEUR BOXING(S)										190			A	5.3	14	444	1385	299	83	299	87	166	173	101	115	813	271	465	402	366	291	123	34	150	56
2 SAT. 4.00P 60 ABC SE										97																									
4.00 - 4.30													A	4.9	13	411	1426	308	92	308	97	180	183	107	114	822	296	484	428	375	275	135	32	161	64
4.30 - 5.00													A	5.6	14	469	1352	290	76	290	79	153	164	96	115	814	254	455	384	359	307	107	34	141	50
WORLD SERIES PRE GAME #4(S)										217			A	7.4	25	620	1556	465	181	482	155	230	204	167	216	726	279	411	310	221	277	114	10	234	175
1 SAT. 12.30P 18 ABC SC										99																									
WORLD SERIES GAME #4(S)										217			A	17.6	47	1475	1374	463	159	483	121	202	196	198	254	730	201	379	368	309	312	67	11	94	72
1 SAT. 12.48P 188 ABC SE										99																									
12.30 - 1.00													A	8.7	28	729	1545	464	188	488	136	213	195	171	238	746	247	397	314	232	315	112	10	199	143
1.00 - 1.30													A	12.3	36	1031	1532	469	157	481	129	227	204	189	230	815	256	452	406	316	315	112	16	124	88
1.30 - 2.00													A	15.8	44	1324	1437	485	160	506	141	217	206	193	262	740	230	385	372	277	312	88	19	103	81
2.00 - 2.30													A	18.4	50	1542	1329	428	155	452	121	181	175	167	258	735	201	384	363	312	314	59	16	83	78
2.30 - 3.00													A	19.7	51	1651	1311	450	138	466	118	179	179	181	262	734	183	379	370	343	317	42	10	69	64
3.00 - 3.30													A	20.8	52	1743	1332	479	172	502	116	212	204	225	260	698	177	361	356	309	310	58	6	74	50
3.30 - 4.00													A	22.7	56	1902	1338	459	161	479	103	201	200	229	249	686	171	335	362	311	309	70	7	103	73
WORLD SERIES PRE GAME #5(S)										215			A	10.3	22	863	1660	658	187	687	145	244	257	287	368	858	233	477	498	408	310	37	17	78	78
1 SUN. 4.30P 18 ABC SC										99																									
WORLD SERIES GAME #5(S)										216			A	21.0	39	1760	1531	563	206	596	137	238	273	277	306	778	208	401	418	378	308	66	40	91	73
1 SUN. 4.48P 176 ABC SE										99																									
4.30 - 5.00													A	13.3	28	1115	1627	633	209	661	82	199	288	335	373	852	237	480	484	391	310	36	18	78	78
5.00 - 5.30													A	18.3	37	1534	1494	546	203	570	96	186	242	270	328	807	221	417	435	369	315	43	18	74	74
CONT'D																																			

2ND OCT. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WEEKEND DAYTIME CONT'D																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORKING WOMEN	WOMEN					MEN					TOTAL		TOTAL		TOTAL	
WORLD SERIES GAME -CONT'D																															
5.30 - 6.00																															
6.00 - 6.30																															
6.30 - 7.00																															
7.00 - 7.30																															
7.30 - 8.00																															

EVE. MON. OCT. 10, 1983

		EVE. MON. OCT. 10, 1983																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEKNIGHT 1	TOTAL AUDIENCE (Households (000) & %)	18,180 21.7				29,580 35.3												
	ABC TV	THAT'S INCREDIBLE (SD)								NFL MONDAY NIGHT FOOTBALL PITTSBURGH VS. CINCINNATI (9:00-12:10AM)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	12,820				14,330												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15.3	14.1*			16.1*	17.1	17.8*		18.8*			18.8*	16.5				
WEEKNIGHT 2	TOTAL AUDIENCE (Households (000) & %)	24,300 29.0				22,460 26.8				27,740 33.1								
	CBS TV	SCARECROW & MRS. KING (SD)				AFTERMASH				COUNTRY MUSIC AWARDS (9:30-11:13PM) (-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	18,690				20,280				18,940								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	22.3	21.2*			23.3*	24.2	22.6	22.2*		23.2*	22.7*						
WEEKNIGHT 3	TOTAL AUDIENCE (Households (000) & %)	12,990 15.5				26,650 31.8												
	NBC TV	BOONE (SD)								NBC MONDAY NIGHT MOVIES ADAM (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	8,970				19,270												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	10.7	10.1*			11.4*	23.0	20.8*		23.5*		24.1*	23.4	23.3				
WEEKNIGHT 4	TOTAL AUDIENCE (Households (000) & %)	17,600 21.0				32,510 38.8												
	ABC TV	THAT'S INCREDIBLE (SD)								NFL MONDAY NIGHT FOOTBALL WASHINGTON VS. GREEN BAY (9:00-12:27AM)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	12,990				17,100												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15.5	14.4*			16.7*	20.4	19.6*		21.6*		22.7*	21.1*					
WEEKNIGHT 5	TOTAL AUDIENCE (Households (000) & %)	21,960 26.2				18,860 22.5				15,750 18.8				13,740 16.4				
	CBS TV	SCARECROW & MRS. KING (SD)				AFTERMASH				NEWHART				EMERALD POINT, N.A.S.				
	AVERAGE AUDIENCE (Households (000) & %)	17,100				16,340				14,330				10,640				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	20.4	19.6*			21.1*	19.5	17.1		12.7	12.9*		12.5*					
WEEKNIGHT 6	TOTAL AUDIENCE (Households (000) & %)	13,580 16.2				27,990 33.4												
	NBC TV	BOONE (SD)								NBC MONDAY NIGHT MOVIES POLICEMAN CENTERFOLD								
	AVERAGE AUDIENCE (Households (000) & %)	9,720				19,780												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	11.6	11.1*			12.1*	23.6	20.2*		23.6*		25.6*	24.8*					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	57.7	59.1	59.2	61.2	63.2	65.5	67.1	69.3	71.6	71.8	71.8	71.9	70.2	68.5	65.9	63.0
		WK. 2	57.4	60.8	62.3	64.2	63.9	65.3	66.8	68.2	69.2	70.0	69.3	68.8	66.9	65.8	63.1	60.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE. MON. OCT. 17, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

15,420 38,700
18.4 43.8

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

14,580 23,210

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17.4 27.7 24.4* 28.7* 29.0* 30.0* 30.7*
29 41 37* 41* 41* 44* 47*
17.4 20.1 22.7 24.1 28.4 28.9 28.8 29.2 29.8 30.3 30.4 31.0

WORLD SERIES GAME #1
PHILADELPHIA VS BALTIMORE
(8:15-11:05PM) (SD)

TOTAL AUDIENCE {
(Households (000) & %)

12,990 19,530
15.5 23.3

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

9,800 12,320
11.7 11.6* 11.7* 14.7 13.8* 14.3* 15.5* 15.0*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17 18* 17* 22 20* 20* 24* 24*
11.4 11.7 11.8 11.7 13.8 13.9 14.2 14.5 15.5 15.5 15.4 14.6

MISSISSIPPI
(SD)

CBS TUESDAY NIGHT MOVIES
NIGHT PARTNERS

TOTAL AUDIENCE {
(Households (000) & %)

24,130 19,190 16,170
28.8 22.9 19.3

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

18,600 15,420 11,900
22.2 21.6* 22.9* 18.4 18.5* 18.2* 14.2 15.0* 13.4*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

33 33* 33* 26 26* 26* 23 23* 22*
20.8 22.3 23.1 22.7 18.2 18.8 18.6 17.8 15.2 14.8 13.8 13.0

A TEAM
(SD)

REMINGTON STEELE

TV GREATEST COMMERCIALS
(8)

TOTAL AUDIENCE {
(Households (000) & %)

12,230 12,490 17,430 14,410 15,500
14.6 14.9 20.8 17.2 18.5

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

10,390 10,730 15,670 13,160 12,740
12.4 12.8 18.7 15.7 15.2 15.3* 15.0*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19 19 29 24 26 25* 26*
12.1 12.7 11.9 13.8 18.0 19.4 15.6 15.7 15.1 15.4 15.3 14.8

JUST OUR LUCK

HAPPY DAYS

THREE'S COMPANY

ON MADELINE
(SD)

HART TO HART

TOTAL AUDIENCE {
(Households (000) & %)

15,590 19,440
18.6 23.2

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

12,070 13,830
14.4 13.8* 15.0* 16.5 15.8* 16.7* 17.1* 16.7*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

22 22* 23* 27 24* 26* 28* 29*
13.2 14.3 14.7 15.3 15.4 15.8 16.8 16.7 17.2 17.0 17.0 16.4

MISSISSIPPI
(SD)

CBS TUESDAY NIGHT MOVIES
CHINA ROSE

TOTAL AUDIENCE {
(Households (000) & %)

24,550 19,940 16,090
29.3 23.8 19.2

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

20,870 16,260 12,230
24.9 23.7* 26.0* 19.4 19.1* 19.6* 14.6 15.2* 14.0*

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

38 37* 39* 30 29* 30* 25 25* 25*
22.5 24.8 26.7 25.3 19.5 18.8 19.7 19.4 15.7 14.7 14.3 13.8

A TEAM
(SD)

REMINGTON STEELE
(SD)

BUNCO
(8)

TV HOUSEHOLDS USING TV	WK 1	58.3	59.9	60.7	63.0	64.4	66.2	67.7	70.1	70.2	70.8	70.4	69.3	65.6	64.0	62.4	60.3
(See Def. 1)	WK. 2	55.4	57.3	58.4	60.5	62.6	65.4	65.9	66.7	65.6	65.7	65.2	65.2	61.4	59.8	58.0	55.7

U.S. TV Households: 83,800,000

(1) WORLD SERIES PRE GAME #1, ABC, (8:00-8:15PM) (S)

For explanation of symbols, See page A

EVE. TUE. OCT. 18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.12, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

15,500	16,620
18.5	43.7
(1)	(80)

ABC TV

WORLD SERIES GAME #2
PHILADELPHIA VS BALTIMORE
(8:15-11:08PM)(-OP)
 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

14,750	22,480
17.6	26.8
30	40
17.6	19.8

26.7*	29.2*	29.9*	28.5*
39 *	42 *	44 *	43 *
27.1	28.3	30.1	28.1

W

TOTAL AUDIENCE
(Households (000) & %)

18,520	24,720
22.1	29.5

CBS TV

WHIZ KIDS
(SD)CBS WEDNESDAY NIGHT MOVIE
SUNSET LIMOUSINE
 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

13,160
15.7
24
14.2

14.9*	16.5*	15,670
23 *	24 *	18.7
15.5	16.7	17.1*
16.3	16.9	25 *

18.2*	19.9*	19.4*
26 *	30 *	31 *
18.1	19.6	19.7
18.3	20.2	19.1

K

TOTAL AUDIENCE
(Households (000) & %)

18,940
22.6

REAL PEOPLE
(SD)

FACTS OF LIFE

FAMILY TIES
(SD)15,840
18.915,340
18.3CANDID CAMERA NOW & THEN
(R)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

13,070
15.6
24
14.2

15.3*	15.9*	14,080
24 *	23 *	16.8
16.5	15.6	24
16.3	16.3	17.3

13,490	11,560	13.4*
16.1	13.8	21 *
15.9	14.3	21 *
16.3	13.9	13.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %
REAGAN NEWS
CONF.-ABC
(8:00-8:36PM)
(SUS)(-OP)

27,150
32.4

FALL GUY
(8:38-9:38PM)
(OP)(-OP)26,150
31.2DYNASTY
(9:38-10:38PM)
(OP)(-OP)

22,960
27.4

HOTEL
(10:38-11:38PM)
(OP)(SD)(-OP)

19,270
23.0
36
16.6

18.8*	25.1*	20,950
30 *	38 *	25.0
19.8	26.2	23.3
24.0	26.2	23.8

23.6*	25.6*	17,930
37 *	41 *	21.4
23.8	25.5	23.1
25.5	25.8	22.3

W

TOTAL AUDIENCE
(Households (000) & %)

21,120
25.2

CBS TV

REAGAN NEWS
CONF.-CBS
(8:00-8:36PM)
(SUS)(SD)(-OP)

CBS WEDNESDAY NIGHT MOVIE

S.O.B.
(8:38-11:08PM)
(OP)(-OP)
 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

8,300
9.9
16
9.4

9.0*	10.3*	10.6*
14 *	16 *	16 *
8.7	10.1	10.3
10.1	10.6	11.0

9.4*	10.2*
15 *	18 *
9.1	10.3
10.0	10.3

2

TOTAL AUDIENCE
(Households (000) & %)

18,860
22.5

NBC TV

REAGAN NEWS
CONF.-NBC
(8:00-8:36PM)
(SUS)(-OP)REAL PEOPLE
(8:38-9:38PM)
(OP)(SD)

FACTS OF LIFE

FAMILY TIES

I LOVE MEN
(10:30-11:30PM)
(-OP)
 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

13,680
16.3
25
14.7

15.5*	17.0*	13,490
25 *	26 *	16.1
18.0	16.7	25
17.2	16.7	15.3

13,580	8,880
16.2	10.6
26	20
16.2	11.8

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	WK. 2	58.3	59.6	60.0	62.2	63.9	65.7	67.3	68.3	68.4	68.9	69.0	69.0	67.1	66.6	64.5	61.8
58.3	56.0	59.6	58.7	59.6	59.9	61.1	62.1	63.3	65.0	66.0	64.8	63.7	61.8	60.7	56.4	61.8	53.6

U.S. TV Households: 83,800,000

(1)WORLD SERIES PRE GAME #2,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A

EVE.WED. OCT.19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. OCT. 13, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,660 16.3				10,640 12.7		9,640 11.5		16,010 19.1			
	ABC TV						TRAUMA CENTER				9 TO 5		IT'S NOT EASY (60)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,310 12.3	11.9*		12.6*	9,130 10.9		8,460 10.1		11,730 14.0	14.3*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 11.6	19*		19*	17 10.9		15 9.7		23 13.6	22*		23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					23,720 28.3				25,730 30.7				20,110 24.0			
	CBS TV						MAGNUM, P.I. (60)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)	{					18,770 22.4	21.1*		23.7*	21,870 26.1	25.4*		26.8*	16,590 19.8	20.1*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					35 20.4	34*		36*	39 24.7	39*		40*	32 20.1	32*		33*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,830 17.7		14,580 17.4		15,080 18.0		17,180 20.5		19,780 23.6			
	NBC TV						GINNE A BREAK		MAMA'S FAMILY (60)		WE GOT IT MADE		CHEERS		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,740 15.2		13,160 15.7		13,490 16.1		15,590 18.6		15,920 19.0	19.2*		18.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 14.5		24 15.4		24 16.0		28 18.4		31 19.2	30*		32*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,400 14.8				9,550 11.4		8,630 10.3		13,910 16.6			
	ABC TV						TRAUMA CENTER				9 TO 5		IT'S NOT EASY (60)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,050 10.8	10.9*		10.7*	8,380 10.0		7,460 8.9		10,390 12.4	13.0*		11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 11.1	17*		16*	15 9.9		13 8.9		20 12.9	20*		20*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					26,150 31.2				26,900 32.1				19,780 23.6			
	CBS TV						MAGNUM, P.I. (60)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)	{					21,200 25.3	23.6*		27.1*	22,290 26.6	26.3*		26.8*	17,100 20.4	20.6*		20.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					39 22.5	36*		41*	40 25.9	40*		40*	33 20.6	32*		34*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,920 19.0		14,410 17.2		14,670 17.5		16,260 19.4		20,110 24.0			
	NBC TV						GINNE A BREAK		MAMA'S FAMILY (60)		WE GOT IT MADE		CHEERS (60)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,410 16.0		13,320 15.9		13,320 15.9		14,580 17.4		16,840 20.1	20.3*		20.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					25 15.5		24 16.6		24 15.5		26 17.1		33 20.1	32*		34*
TV HOUSEHOLDS USING TV WK 1			56.7	57.6	59.2	60.8	61.7	64.0	64.8	66.0	65.7	66.1	66.6	66.6	64.1	63.3	61.2	58.3
(See Def. 1) WK. 2			57.4	59.2	59.4	61.6	63.7	65.8	66.3	67.1	66.2	66.5	66.2	66.5	63.9	63.1	60.6	58.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE THU. OCT. 20, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		34,020 40.6		(1) (SD) (-OP)		WORLD SERIES GAME #3 BALTIMORE VS PHILADE. PHIA (8:14-11:13PM) (OPV-OPV)							
	ABC TV		{		20,030											
	AVERAGE AUDIENCE (Households (000) & %)		{		23.9		16.8*		20.4*		22.9*		24.5*		26.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		40		31*		31*		38*		39*		44*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		19,610 23.4		DUKES OF HAZZARD (SD)		22,040 26.3		DALLAS		19,270 23.0		FALCON CREST	
	CBS TV		{		14,250				18,100				16,260			
	AVERAGE AUDIENCE (Households (000) & %)		{		17.0		15.3*		21.6		21.2*		22.1*		19.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		29		27*		35		34*		35*		33	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		10,810 12.9		MR. SMITH		7,880 9.4		CONEHEADS (SD)		10,980 13.1		MANIMAL (SD)	
	NBC TV		{												FOR LOVE AND HONOR	
	AVERAGE AUDIENCE (Households (000) & %)		{		8,880		6,450		8,630		10.3		10.5*		6,790	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10.6		7.7		10.3		10.0*		10.5*		8.1	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		15,420 18.4		BENSON		14,750 17.6		WEBSTER		13,070 15.6		LOTTERY (SD)	
	ABC TV		{												MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)		{		13,240		13,410		10,480		12.5		12.6*		11,560	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		15.8		16.0		12.5		20		20*		13.8	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		17,600 21.0		DUKES OF HAZZARD (SD)		25,310 30.2		DALLAS		21,290 25.4		FALCON CREST	
	CBS TV		{		14,080				21,200				18,600			
	AVERAGE AUDIENCE (Households (000) & %)		{		16.8		15.9*		25.3		25.0*		25.6*		22.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		28		27*		41		41*		41*		39	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		10,390 12.4		MR. SMITH		11,400 13.6		JENNIFER SLEPT HERE (SD)		10,810 12.9		MANIMAL	
	NBC TV		{												FOR LOVE AND HONOR	
	AVERAGE AUDIENCE (Households (000) & %)		{		9,050		10,220		8,300		9.9		9.7*		6,370	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10.8		12.2		9.7		16		16*		13	

U.S. TV Households: 83,800,000

(1) WORLD SERIES PRE GAME #3, ABC, (8:00-8:14PM)(S)

For explanation of symbols, See page A.

EVE. FRI. OCT. 21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT. OCT. 15, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,250 18.2				22,120 26.4				17,260 20.8								
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND								
	AVERAGE AUDIENCE (Households (000) & %)	11,650 13.9 12.8*				17,930 21.4 20.4*				13,580 16.2 16.8*				15.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25 23* 12.6 12.9 14.6 15.1				37 35* 19.1 21.6 22.5 22.2				30 30* 17.2 16.4 15.7 15.4								
E E K 2	TOTAL AUDIENCE (Households (000) & %)	9,800 11.7				17,600 21.0												
	CBS TV	CUTTER TO HOUSTON (8:00-8:33PM) (S)(SD)				CBS SAT. NIGHT MOVIE TRACKDOWN: FINDING THE GOODBAR KILLER												
	AVERAGE AUDIENCE (Households (000) & %)	7,290 8.7 8.6*				10,390 12.4 11.9*				11.6* 12.8*				13.5*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 16* 8.6 8.5 8.9 9.1				22 20* 12.0 11.7 11.5 11.6				20* 12.4 13.1 13.7 13.2								
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	15,840 18.9				15,670 18.7				12,070 14.4				12,320 14.7				
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (SD)				ROUSTERS				YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)	13,660 16.3 30				13,660 16.3 29				8,630 10.3 10.1*				9,300 11.1 11.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15.4 17.2 16.3 16.4				10.2 10.1 10.3 10.6				10.6 11.3 10.9 11.1				11.2* 21* 11.2				
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	18,020 21.5				20,200 24.1				16,680 19.9								
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND								
	AVERAGE AUDIENCE (Households (000) & %)	14,670 17.5 16.3*				16,260 19.4 18.9*				13,660 16.3 16.4*				16.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 28* 15.8 16.9 18.6 18.9				33 32* 18.7 19.2 19.9 19.8				34* 16.4 16.5 16.2 15.9								
E E K 5	TOTAL AUDIENCE (Households (000) & %)	10,220 12.2				21,870 26.1												
	CBS TV	(1) CUTTER TO HOUSTON (SD)				CBS SAT. NIGHT MOVIE AGATHA CHRISTIE'S A CARIBBEAN MYSTERY												
	AVERAGE AUDIENCE (Households (000) & %)	6,960 8.3 7.9*				15,500 18.5 17.3*				18.1* 19.1*				19.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 14* 8.1 7.7 8.0 9.3				32 29* 16.9 17.8 18.0 18.2				31* 19.0 19.1 19.8 19.3								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	16,340 19.5				15,740 18.3				9,800 11.7				10,140 12.1				
	NBC TV	DIFF'RENT STROKES SAT.				SILVER SPOONS (SD)				ROUSTERS (SD)				YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)	13,910 16.6 28				13,490 16.1 27				6,540 7.8 8.1*				7,120 8.5 8.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15.5 17.8 16.3 15.8				13 14* 8.6 7.6 7.5 7.5				13* 8.4 8.4 8.6 8.5								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.9	50.0	51.6	53.5	54.4	55.4	56.0	56.8	57.2	58.9	59.4	58.6	55.7	54.8	53.8	53.4
		WK. 2	54.2	54.8	55.0	56.0	57.7	59.3	59.4	59.5	60.1	59.9	59.5	58.9	56.8	56.6	55.7	54.4

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL-CBS, UNIVERSITY OF TEXAS VS SOUTHERN METHODIST UNIVERSITY, CBS, MULTI-SEG TELECAST

For explanation of symbols, See page A.

EVE SAT. OCT. 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.15, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,850 4.6															
	ABC TV	ABC WEEKEND REPORT-SAT															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,690 4.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 9 4.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 14.2															
	NBC TV	SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,370 7.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22 9.6															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,270 5.1															
	ABC TV	ABC WEEKEND REPORT-SAT															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,270 5.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 10 5.1															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,390 12.4															
	NBC TV	SATURDAY NIGHT (11:00-12:39AM) (SUSTAINING 12:39-1:00AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,530 6.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 19 7.1															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.5	46.2	41.0	38.0	35.2	32.5	28.6	25.5	22.7	20.6	17.9	15.5	13.7	12.3	11.1
		WK. 2	49.9	45.8	40.9	38.2	34.9	32.7	30.3	28.1	24.3	22.2	19.1	17.2	15.1	13.2	11.7
																	9.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. OCT.22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

LIVE SUN OCT 16, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	22,040 26.3																24,530 29.1																							
	ABC TV	WORLD SERIES GAME #5 BALTIMORE VS. PHILADELPHIA (4:48-7:44PM) (-OP)																HARDCASTLE & MCCORMICK (7:44-8:44PM) (OP)(SD)(-OP)				ABC SUNDAY NIGHT MOVIE NIGHTHAWKS (8:44-10:32PM) (OP)(SD)(-OP)																			
	AVERAGE AUDIENCE (Households (000) & %)	15,500																15,340																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	25.5* 18.5 15.2* 19.4* 18.3 15.9* 18.8* 18.4* 18.9*																																							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	27,411 32.8																16,260 19.4				17,850 21.3				16,930 20.2				19,110 22.8											
	CBS TV	(1) (-OP)																60 MINUTES (7:20-8:20PM) (OP)(-OP)				ALICE (8:20-8:50PM) (OP)(-OP)				ONE DAY AT A TIME (9:00-9:00PM) (OP)(-OP)				JEFFERSONS (9:20-9:50PM) (OP)(SD)(-OP)				GOODNIGHT, BEANTOWN (9:50-10:20PM) (OP)(-OP)				TRAPPER JOHN, M.D. (10:20-11:20PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	18,100																13,410				14,830				16,170				14,830				14,410							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	10.7* 21.6 22.9* 16.0 17.7 17.7 19.3 17.7 17.2 17.0*																																							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	11,820 14.1																21,790 26.0				24,890 29.7																			
	NBC TV	FIRST CAMERA																KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE HIGH SCHOOL U.S.A. (SD)																			
	AVERAGE AUDIENCE (Households (000) & %)	6,030																15,250				15,840																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	7.2 6.8* 7.5* 18.2 15.9* 20.4* 18.9 18.8* 18.9* 18.9*																																							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	14,160 16.9																16,760 20.0				33,440 39.9																			
	ABC TV	RIPLEY'S BELIEVE IT-NOT																HARDCASTLE & MCCORMICK (SD)				ABC NFL FOOTBALL SPECIAL L.A. RAIDERS VS DALLAS (9:00-10:59PM)(11:05-12:53AM)																			
	AVERAGE AUDIENCE (Households (000) & %)	9,050																13,320				17,350																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	10.8 10.4* 11.2* 15.9 15.4* 16.4* 20.7 19.9* 22.3* 22.5*																																							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	27,240 32.5																17,100 20.4				16,680 19.9				18,520 22.1				17,260 20.6				19,690 23.5							
	CBS TV	60 MINUTES																ALICE				ONE DAY AT A TIME (SD)				JEFFERSONS				GOODNIGHT, BEANTOWN				TRAPPER JOHN, M.D.							
	AVERAGE AUDIENCE (Households (000) & %)	10,940																15,080				15,000				16,260				15,250				16,170							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	11.2* 18.0 17.9 19.4 18.2 27 26 27 19.3 19.3*																																							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	11,880 10.8																18,600 22.2				24,550 29.3																			
	NBC TV	(7) (-OP)																FIRST CAMERA (7:20-8:00PM) (OP)				KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE WOMEN OF SAN QUENTIN															
	AVERAGE AUDIENCE (Households (000) & %)	6,870																15,080				16,510																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15.0* 8.2 8.2* 18.0 17.0* 19.0* 19.7 18.6* 20.2* 20.4*																																							

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	60.0	61.9	62.6	63.6	65.0	66.9	68.2	68.2	67.8	68.2	66.8	65.5	64.7	63.1	61.0	57.1
(See Def. 1)			62.7	64.1	64.2	66.9	68.2	69.7	70.2	71.0	71.7	71.9	71.0	69.6	67.8	67.5	65.3	62.4

U.S. TV Households: 83,800,000

(1) CBS NFL FOOTBALL POST 2, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

(2) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE. SUN. OCT. 23, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT 16, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,770
(Households (000) & %) 4.5

ABC TV

ABC
WEEKEND
REPORT-SUN.

AVERAGE AUDIENCE { 3,690
(Households (000) & %) 4.4
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.4

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TOTAL AUDIENCE { 4,440
(Households (000) & %) 5.3

CBS TV

TRAPPER JOHN, M.D. CBS SUNDAY NEWS
(10:23-11:20PM) (11:20-11:35PM)
(-OP) (OP)

AVERAGE AUDIENCE { 4,360
(Households (000) & %) 5.2
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 19.0 5.2 5.1

TOTAL AUDIENCE { 1,680
(Households (000) & %) 2.0

NBC TV

NBC LATE NIGHT MOVIE
SIDE BY SIDE: THE TRUE STORY OF THE OSWALD FAMILY
(11:30-12:00AM)
(SUSTAINING 12:00-1:30AM)

AVERAGE AUDIENCE { 1,260
(Households (000) & %) 1.5 1.5* 1.6*
SHARE OF AUDIENCE % 5 5* 6*
AVG. AUD. BY ¼ HR. % 1.5 1.5 1.6

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

2,600
3.1

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

ABC NFL FOOTBALL SPECIAL
L.A. RAIDERS VS DALLAS
(9:00-10:59PM) (10:05-12:59AM)
(-OP)

ABC WEEKEND
REPORT-SUN.
(12:53-1:23AM)
(OP)

19.8* 20.0* 19.4* 2,010
34* 41* 48* 2.4
19.9 20.3 19.7 19.5 19.2 19.6 12
2.7 2.4 2.2

W

E

E

K

2

TOTAL AUDIENCE { 11,060
(Households (000) & %) 13.2

CBS TV

CBS SUNDAY NEWS-
OSGOOD
(11:00-11:30PM)

AVERAGE AUDIENCE { 8,800
(Households (000) & %) 10.5
SHARE OF AUDIENCE % 20
AVG. AUD. BY ¼ HR. % 11.4 9.7

TOTAL AUDIENCE { 2,010
(Households (000) & %) 2.4

NBC TV

NBC NEWS SPEC.
REPORT-11:30P
(11:30-12:00AM)
(6:15)

NBC LATE NIGHT MOVIE
THE DAY THE BUBBLE BURST
(12:00-12:44AM)
(SUSTAINING 12:44-2:00AM)

AVERAGE AUDIENCE { 1,420
(Households (000) & %) 1.7 1.7* 1.7*
SHARE OF AUDIENCE % 5 5* 6*
AVG. AUD. BY ¼ HR. % 1.7 1.6 1.7

TV HOUSEHOLDS USING TV WK. 1	WK. 2	43.4	34.8	29.9	25.8	23.2	20.1	17.8	15.8	14.1	12.2	10.4	8.8	7.6	6.9	5.8
(See Def. 1)		49.5	44.0	39.5	34.6	31.9	29.3	23.1	17.9	15.5	13.3	11.5	10.2	8.8	7.4	6.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. OCT.23, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,610 5.5					4,610 5.5						
	ABC TV					GOOD MORNING, AMERICA-730					GOOD MORNING, AMERICA 830						
	AVERAGE AUDIENCE (Households (000) & %)	{				3,520 4.2					3,770 4.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				23 4.1					23 4.5					4.8	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,600 4.3					3,690 4.4					4,110 4.9	3,350 4.0
	CBS TV					CBS MORNING NEWS 1					CBS MORNING NEWS 2					\$25,000 PYRAMID	PRESS YOUR LUCK
	AVERAGE AUDIENCE (Households (000) & %)	{				3,020 3.6					3,020 3.6					3,350 4.0	2,770 3.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				20 3.5					18 3.6					19 4.0	15 3.4
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{				3,270 3.9					4,020 4.8					3,940 4.7	4,690 5.6
	NBC TV					TODAY SHOW-7:30AM (CO-OP)					TODAY SHOW-8:30AM (CO-OP)					DIFF'RENT STROKES #-F	SALE OF THE CENTURY
	AVERAGE AUDIENCE (Households (000) & %)	{				2,510 3.0					3,270 3.9					3,270 3.9	4,020 4.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				17 2.9					20 3.8					19 3.6	22 4.9
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{				4,190 5.0					4,860 5.8						
	ABC TV					GOOD MORNING, AMERICA-730					GOOD MORNING, AMERICA-830						
	AVERAGE AUDIENCE (Households (000) & %)	{				3,350 4.0					3,940 4.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				22 4.0					24 4.6					4.8	
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{				3,850 4.8					3,690 4.4					3,940 4.7	3,600 4.3
	CBS TV					CBS MORNING NEWS 1					CBS MORNING NEWS 2					\$25,000 PYRAMID	PRESS YOUR LUCK
	AVERAGE AUDIENCE (Households (000) & %)	{				3,100 3.7					3,100 3.7					3,350 4.0	2,930 3.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				20 3.5					19 3.6					16 4.0	3.7
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{				3,600 4.3					4,270 5.1					3,600 4.3	4,270 5.1
	NBC TV					TODAY SHOW-7:30AM (CO-OP)					TODAY SHOW-8:30AM (CO-OP)					DIFF'RENT STROKES #-F	SALE OF THE CENTURY
	AVERAGE AUDIENCE (Households (000) & %)	{				3,020 3.6					3,440 4.1					2,930 3.5	3,520 4.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				20 3.6					21 4.1					17 3.2	20 4.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 10 14, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,350 4.0	{ 3,350 4.0	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 4,000 4.8	{ 8,630 10.3			
	ABC TV	BENSON DAYTIME	LOVING	FAMILY FEUD	RYAN'S HOPE	ALL MY CHILDREN (SD)			ONE LIFE TO LIVE								
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,770 3.3	{ 2,850 3.4	{ 3,270 3.9	{ 3,520 4.2	{ 6,700 8.0	{ 6,700 8.0	{ 6,700 8.0	{ 6,700 8.0	{ 6,700 8.0	{ 6,700 8.0	{ 6,700 8.0	{ 6,700 8.0	{ 6,290 7.5	{ 7.3* 25 *	{ 7.8* 28 *	{ 7.8* 28 *
	SHARE OF AUDIENCE %	15	15	16	16	27	25 *	25 *	25 *	25 *	25 *	25 *	25 *	27	25 *	25 *	28 *
	AVG. AUD. BY 1/4 HR. %	3.2	3.5	3.4	3.4	3.7	4.2	4.0	4.1	7.1	8.0	8.4	8.4	7.3	7.2	7.5	8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,030 7.2	{ 8,130 9.7			{ 9,130 10.9			{ 8,130 9.7			{ 9,610 6.7					
	CBS TV	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)			YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,200 6.2	{ 7,040 8.4			{ 7,040 8.4	{ 8.2* 31 *	{ 8.5* 31 *	{ 6,450 7.7	{ 7.6* 25 *	{ 7.6* 25 *	{ 7.9* 28 *	{ 6.0 22	{ 5,030 6.0			
	SHARE OF AUDIENCE %	28	36			32	33 *	31 *	26	25 *	25 *	28 *	22	22			
	AVG. AUD. BY 1/4 HR. %	5.7	6.6	8.1	8.7	8.2	8.2	8.4	8.6	7.6	7.6	8.0	7.8	5.9	6.1		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,200 7.4	{ 4,780 5.7	{ 2,770 3.3	{ 3,440 4.1	{ 7,370 8.8			{ 6,200 7.4								
	NBC TV	WHEEL OF FORTUNE	DREAM HOUSE	GO	SEARCH FOR TOMORROW	DAYS OF OUR LIVES		ANOTHER WORLD									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,360 6.4	{ 4,190 5.0	{ 2,350 2.8	{ 2,770 3.3	{ 5,780 6.9	{ 6.7* 23 *	{ 7.2* 24 *	{ 4,940 5.9	{ 6.0* 21 *	{ 6.0* 21 *	{ 5.7* 20 *	{ 5.6 20 *				
	SHARE OF AUDIENCE %	29	22	11	13	23	23 *	24 *	21	21 *	21 *	20 *	20 *				
	AVG. AUD. BY 1/4 HR. %	6.4	6.5	4.9	5.2	6.5	6.8	7.3	7.1	6.0	6.0	5.9	5.6				
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,600 4.3	{ 3,600 4.3	{ 4,530 5.4	{ 4,610 5.5	{ 9,300 11.1			{ 8,800 10.5								
	ABC TV	BENSON DAYTIME	LOVING	FAMILY FEUD	RYAN'S HOPE	ALL MY CHILDREN (SD)			ONE LIFE TO LIVE								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,020 3.6	{ 3,100 3.7	{ 3,770 4.5	{ 3,770 4.5	{ 7,120 8.5	{ 8.1* 27 *	{ 8.9* 30 *	{ 6,540 7.8	{ 7.5* 26 *	{ 7.5* 26 *	{ 8.0* 29 *	{ 8.3 29 *				
	SHARE OF AUDIENCE %	16	16	18	17	29	27 *	30 *	28	26 *	26 *	29 *	29 *				
	AVG. AUD. BY 1/4 HR. %	3.5	3.7	3.7	4.2	7.7	8.5	8.9	8.8	7.5	7.5	7.8	8.3				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,450 7.7	{ 8,380 10.0			{ 9,130 10.9			{ 8,380 10.0			{ 9,610 7.0					
	CBS TV	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)			YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,530 8.8	{ 7,290 8.7			{ 6,870 8.2	{ 8.2* 32 *	{ 8.4* 31 *	{ 6,620 7.9	{ 7.7* 26 *	{ 7.7* 26 *	{ 8.0* 28 *	{ 6.1 22	{ 5,110 6.1			
	SHARE OF AUDIENCE %	29	37			31	32 *	31 *	27	26 *	26 *	28 *	22	22			
	AVG. AUD. BY 1/4 HR. %	6.7	7.0	8.4	9.0	8.0	8.3	8.3	8.4	7.7	7.7	8.1	8.0	6.1	6.2		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,700 6.8	{ 4,610 5.5	{ 2,180 2.6	{ 3,020 3.6	{ 7,210 8.6			{ 6,200 7.4								
	NBC TV	WHEEL OF FORTUNE	DREAM HOUSE	GO	SEARCH FOR TOMORROW	DAYS OF OUR LIVES		ANOTHER WORLD									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,940 5.9	{ 4,020 4.8	{ 1,840 2.2	{ 2,430 2.9	{ 5,530 6.6	{ 6.4* 22 *	{ 6.7* 22 *	{ 4,690 5.6	{ 5.5* 19 *	{ 5.5* 19 *	{ 5.7* 21 *	{ 5.7 21 *				
	SHARE OF AUDIENCE %	26	20	9	11	22	22 *	22 *	20	19 *	19 *	21 *	21 *				
	AVG. AUD. BY 1/4 HR. %	5.9	5.8	4.7	4.8	6.2	6.5	6.7	6.8	5.5	5.5	5.7	5.7				
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		21.6	22.7	22.9	23.8	25.3	26.3	26.3	27.1	28.7	30.0	29.9	29.7	28.6	28.6	27.6	28.9
WK. 2		22.0	22.7	23.0	23.9	25.4	26.6	26.2	27.0	28.4	29.7	29.6	29.8	28.9	28.9	27.8	28.7
U.S. TV Households: 23,800,000																	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY MON.-FRI. OCT. 17-21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON. FRI. OCT. 10-14, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

10,810
12.9

3,180
3.8

9,890
11.8

GENERAL HOSPITAL

EDGE OF NIGHT

ABC WORLD NEWS
TONIGHT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

8,550
10.2

9.8*

10.5*

2,680
3.2

8,300
9.9

SHARE OF AUDIENCE %

33

33 *

33 *

10

19

AVG. AUD. BY ¼ HR. %

9.5

10.1

10.4

10.6

3.3

3.1

9.8

10.0

W

TOTAL AUDIENCE
(Households (000) & %)

7,880
9.4

3,100
3.7

11,820
14.1

GUIDING LIGHT

TATTLETALES

CBS EVENING NEWS-
RATHER

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

6,370
7.6

7.4*

7.8*

2,430
2.9

10,140
12.1

SHARE OF AUDIENCE %

25

25 *

24 *

9

22

AVG. AUD. BY ¼ HR. %

7.4

7.6

7.8

7.9

2.8

3.0

12.0

12.2

K

1

TOTAL AUDIENCE
(Households (000) & %)

3,440
4.1

10,220
12.2

FANTASY

NBC NIGHTLY NEWS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

2,510
3.0

2.9*

3.1*

8,880
10.6

SHARE OF AUDIENCE %

10

10 *

10 *

20

AVG. AUD. BY ¼ HR. %

2.8

3.0

3.1

3.0

10.4

10.8

10.4

10.8

TOTAL AUDIENCE
(Households (000) & %)

10,890
13.0

3,270
3.9

9,100
11.3

GENERAL HOSPITAL

EDGE OF NIGHT

ABC WORLD NEWS
TONIGHT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

8,630
10.3

10.0*

10.7*

2,770
3.3

8,130
9.7

SHARE OF AUDIENCE %

33

33 *

33 *

10

18

AVG. AUD. BY ¼ HR. %

9.6

10.3

10.7

10.7

3.4

3.2

9.5

9.9

W

TOTAL AUDIENCE
(Households (000) & %)

7,880
9.4

2,850
3.4

12,400
14.8

GUIDING LIGHT

TATTLETALES

(S) (OP)

CBS EVENING NEWS-
RATHER

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

5,290
7.5

7.4*

7.7*

2,260
2.7

10,640
12.7

SHARE OF AUDIENCE %

24

24 *

24 *

8

24

AVG. AUD. BY ¼ HR. %

7.1

7.6

7.7

7.7

2.6

2.9

12.7

12.7

K

2

TOTAL AUDIENCE
(Households (000) & %)

3,440
4.1

10,220
12.2

FANTASY

NBC NIGHTLY NEWS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

2,260
2.7

2.6*

2.7*

8,880
10.6

SHARE OF AUDIENCE %

9

9 *

8 *

20

AVG. AUD. BY ¼ HR. %

2.7

2.6

2.6

2.8

10.3

10.8

10.3

10.8

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

29.6	30.8	31.1	33.3	32.0	33.1	34.1	35.7	37.6	39.6	40.9	43.8	47.6	50.5	52.2	54.3
30.0	31.7	32.4	33.5	32.0	33.3	34.6	36.6	37.8	39.8	41.7	44.1	47.4	50.2	52.3	54.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 17-21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 15, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,270 3.9	4,190 5.0		4,780 5.7	5,200 6.2		6,960 8.3		4,000 4.8					
	ABC TV					BEST OF SCOOBY DOO (50)	RASCALS/RICHIE RICH		MONCHHICHIS	PAC-MAN		RUBIK, THE AMAZING CUBE (50)		LITTLES					
	AVERAGE AUDIENCE (Households (000) & %)					2,430 2.9	3,270 3.9		4,190 5.0	4,190 5.0									
	SHARE OF AUDIENCE %					22	21		22	20		17		19					
	AVG. AUD. BY ¼ HR. %					2.6	3.2		5.1	4.9		4.6		5.3					
E E K 1	TOTAL AUDIENCE (Households (000) & %)	2,100 2.5	CAPTAIN KANGAROO-SAT				4,190 5.0	BISKITT'S (50)		7,790 9.3	SATURDAY SUPERCARDE		6,030 7.2	DUNGEONS AND DRAGONS (50)		5,770 4.5	CHARLIE BROWN/SNOOPY SHOW (50)		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						2,330 2.7	4,190 5.0					4,940 5.9	5,240 6.3		5,240 6.3	7,510 9.2		
	SHARE OF AUDIENCE %	22	25 *				27	29		30 *	28 *		24	24		15	28		
	AVG. AUD. BY ¼ HR. %	1.3	1.4				2.9	4.2		5.2	6.0		6.1	6.3		6.0	5.8		
E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,680 3.2	4,270 5.1		6,120 7.3	8,040 9.6		8,630 10.3		7,710 9.2					
	NBC TV					FLINTSTONE FUNNIES (50)	SHIRT TALES (50)		SMURFS I	SMURFS II		SMURFS III (50)		ALVIN AND THE CHIPMUNKS (50)					
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.5	3,350 4.0		4,860 5.8	6,540 7.8		7,210 8.6		6,450 7.7					
	SHARE OF AUDIENCE %					19	22		26	31		33		28					
	AVG. AUD. BY ¼ HR. %					2.0	2.9		5.2	6.3		7.6		8.5					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,850 3.4	3,850 4.6		4,020 4.8	5,530 6.6		6,960 8.3		6,290 7.5					
	ABC TV					BEST OF SCOOBY DOO (50)	RASCALS/RICHIE RICH		MONCHHICHIS	PAC-MAN		RUBIK, THE AMAZING CUBE (50)		LITTLES					
	AVERAGE AUDIENCE (Households (000) & %)					2,010 2.4	2,850 3.4		3,350 4.0	4,530 5.4		5,870 7.0		5,450 6.5					
	SHARE OF AUDIENCE %					14	17		19	21		27		24					
	AVG. AUD. BY ¼ HR. %					2.0	2.9		3.7	4.4		5.3		6.8					
E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,510 3.0	CAPTAIN KANGAROO-SAT				3,770 4.5	BISKITT'S (50)		8,380 10.0	SATURDAY SUPERCARDE		6,450 7.7	DUNGEONS AND DRAGONS (50)		5,200 6.2	CHARLIE BROWN/SNOOPY SHOW (50)		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	1,340 1.6					3,100 3.7	5,360 6.4					5,450 6.5	4,360 5.2		5,700 6.8			
	SHARE OF AUDIENCE %	21	21 *				28	32		31 *	33 *		26	19		23			
	AVG. AUD. BY ¼ HR. %	1.1	1.6				3.2	4.1		5.3	7.2		7.1	6.5		6.5			
E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,850 3.4	3,350 4.0		4,610 5.5	6,960 8.3		7,370 8.8		7,370 8.8					
	NBC TV					FLINTSTONE FUNNIES (50)	SHIRT TALES (50)		SMURFS I	SMURFS II		SMURFS III (50)		ALVIN AND THE CHIPMUNKS (50)					
	AVERAGE AUDIENCE (Households (000) & %)					2,260 2.7	2,510 3.0		3,850 4.6	5,870 7.0		6,370 7.6		6,290 7.5					
	SHARE OF AUDIENCE %					20	17		21	28		28		25					
	AVG. AUD. BY ¼ HR. %					2.3	3.1		4.2	5.1		6.7		7.4					
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	6.3	7.7	9.0	10.4	12.7	15.5	18.7	20.8	22.6	24.0	25.2	26.2	26.7	27.7	28.6		
		WK 2	5.6	7.2	9.2	11.6	12.9	16.1	18.1	19.2	21.4	23.8	26.0	27.0	27.6	28.2	28.9		

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. OCT. 22, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,860 5.8	5,360 6.4		5,450 6.5		6,700 8.0	27,150 32.4								
	ABC TV		PUPPY-FURTHER ADVENTURES	SCOOBY & SCRAPPY DOO SHOW (SD)		(1)		(2) (-OP)					WORLD SERIES GAME #4 BALTIMORE VS PHILADELPHIA (12:48-3:56PM) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690 4.4	4,110 4.9		4,110 4.9		6,200 7.4	14,750 17.6				12.3*	15.8*		18.4*	19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 4.7	17 4.0	4.7	5.1	4.6	5.2	7.4	8.7	11.2	13.3	14.9	16.8	17.9	19.0	19.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.6	3,440 4.1		4,690 5.6		11,820 14.1									
	CBS TV		BENJI, ZAX & THE PRINCE (SD)	BUGS BUNNY/ROAD RUNNER 1		NCAA TODAY-CBS							NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0	2,680 3.2		3,270 3.9		4,110 4.9	4.9*				5.2*	5.4*		4.6*	4.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 4.3	11 3.7	11 3.1	13 3.4	13 3.5	14 4.4	16 4.8	16 5.1	5.1	5.2	5.5	5.4	4.8	4.5	5.0
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3	6,370 7.6		5,780 6.9		4,860 5.8									
	NBC TV		MR. T	SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR									
	AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.3	5,110 6.1		4,780 5.7		4,190 5.0									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 8.0	21 8.5	21 6.1	19 6.1	19 5.9	15 5.6	15 5.0	15 4.9							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	5,530 6.6	5,700 6.8		4,530 5.4	19,440 23.2										
	ABC TV		PUPPY-FURTHER ADVENTURES	SCOOBY & SCRAPPY DOO SHOW (SD)		(3) (-OP)							NCAA FOOTBALL GAME IOWA VS MICHIGAN (12:20-3:35PM) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,690 5.6	4,610 5.5		3,940 4.7	8,130 9.7						7.5*	9.1*		10.1*	10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 5.6	18 5.5	18 5.6	15 5.4	29 4.5	29 5.8	23 7.3	28 7.7	28 8.7	28 9.4	31 10.5	31 9.3	31 9.9	31 10.2	31 10.6
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	4,780 5.7	4,860 5.8		6,290 7.5		5,700 6.8		4,860 5.8		2,680 3.2					
	CBS TV		BENJI, ZAX & THE PRINCE (SD)	BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. THE UNICORN					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,110 4.9	4,110 4.7		4,860 5.8		4,780 5.7		3,940 4.7		2,260 2.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 4.9	16 4.8	16 4.4	18 5.0	18 5.3	17 6.0	17 5.7	15 5.7	15 4.5	8 2.8	8 2.7				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	7,790 10.0	6,370 7.2		5,780 7.7		4,860 6.4									
	NBC TV		MR. T	SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR									
	AVERAGE AUDIENCE (Households (000) & %)	{	7,290 8.7	5,450 6.5		5,360 6.4		4,610 5.5									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 8.6	21 6.8	21 6.5	20 6.4	20 6.4	17 5.3	17 5.6								

TV HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16	WK. 17	WK. 18	WK. 19	WK. 20
(See Def. 1)		30.0	29.4	29.6	29.4	29.4	29.4	29.8	31.4	32.5	33.6	33.6	34.4	34.7	35.3	35.2	35.5	36.2	37.0		
		29.4	29.4	31.0	30.8	31.0	31.0	31.4	32.8	32.4	32.6	32.5	33.3	33.8	33.5	32.4	33.0	34.0	35.1		

U.S. TV Households: 83,800,000

(1) ABC WEEKEND SPECIALS, THE NOTORIOUS JUMPING FROG OF CALAVERAS COUNTY, ABC, (12:00-12:30PM)

(2) WORLD SERIES PRE GAME #4, ABC, (12:30-12:48PM) (S) (3) NCAA FOOTBALL PRE, ABC, (12:00-12:20PM)

For explanation of symbols, See page A

DAY SAT. OCT. 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 15, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)		24,640 29.4																												
	ABC TV		<div>WORLD SERIES GAME #4 BALTIMORE VS PHILADELPHIA (12:48-3:58PM) (-OP)</div> <div>NCAA FOOTBALL GAME NEBRASKA VS MISSOURI (3:56-6:52PM) (OP)</div>																												
	AVERAGE AUDIENCE (Households (000) & %)		10,890																												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		<table> <tr><td>20.8</td><td>20.9</td><td>22.8</td><td>16.7</td><td>15.3</td><td>13.5</td><td>13.7</td><td>11.7</td><td>14.0</td><td>13.1</td><td>12.9</td><td>13.1</td><td>12.5</td><td>12.1</td><td>11.4</td><td>10.5</td></tr> </table>														20.8	20.9	22.8	16.7	15.3	13.5	13.7	11.7	14.0	13.1	12.9	13.1	12.5	12.1	11.4
20.8	20.9	22.8	16.7	15.3	13.5	13.7	11.7	14.0	13.1	12.9	13.1	12.5	12.1	11.4	10.5																
W E K 2	TOTAL AUDIENCE (Households (000) & %)		2,850 3.4														6,200 7.4														
	CBS TV		<div>NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (-OP)</div> <div>CBS SPORTS SPECIAL THE JOCKEY CLUB CUP AND CHAMPAGNE STAKES</div> <div>CBS SAT. NEWS- SCHIEFFER</div>																												
	AVERAGE AUDIENCE (Households (000) & %)		2,770 3.3														5,030 6.0														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		<table> <tr><td>4.9*</td><td>12*</td><td>8</td><td>10</td><td>10*</td><td>10*</td><td>3.4</td><td>3.5</td><td>5.6</td><td>6.8</td><td>18*</td><td>16*</td><td>8.9*</td><td>14*</td><td>14.5</td></tr> </table>														4.9*	12*	8	10	10*	10*	3.4	3.5	5.6	6.8	18*	16*	8.9*	14*	14.5
4.9*	12*	8	10	10*	10*	3.4	3.5	5.6	6.8	18*	16*	8.9*	14*	14.5																	
W E K 3	TOTAL AUDIENCE (Households (000) & %)		7,880 9.4														10,810 12.9														
	ABC TV		<div>NCAA FOOTBALL GAME IOWA VS MICHIGAN (12:20-3:35PM) (-OP)</div> <div>NCAA FOOTBALL POST (3:35-4:00PM) (OP)</div> <div>USA-WORLD-AMATEUR BOXING</div> <div>ABC WIDE WORLD-SPORTS SAT (5:00-6:31PM)</div>																												
	AVERAGE AUDIENCE (Households (000) & %)		6,200 7.4														5,700 6.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		<table> <tr><td>12.4*</td><td>33*</td><td>20</td><td>14</td><td>13*</td><td>14*</td><td>15</td><td>18*</td><td>16*</td><td>8.9*</td><td>14*</td><td>14.5</td></tr> </table>														12.4*	33*	20	14	13*	14*	15	18*	16*	8.9*	14*	14.5			
12.4*	33*	20	14	13*	14*	15	18*	16*	8.9*	14*	14.5																				
W E K 4	TOTAL AUDIENCE (Households (000) & %)		23,050 27.5														10,310 12.3														
	CBS TV		<div>NCAA TODAY CBS (3:30-3:41PM) (-OP)</div> <div>NCAA FOOTBALL-CBS UNIVERSITY OF TEXAS VS SOUTHERN METHODIST UNIVERSITY MULTI-SEGMENT TELECAST (OP)</div>																												
	AVERAGE AUDIENCE (Households (000) & %)		9,720 11.6														8,970 10.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		<table> <tr><td>11.6</td><td>18*</td><td>28*</td><td>27*</td><td>30*</td><td>28*</td><td>13.4*</td><td>14.7*</td><td>29*</td></tr> </table>														11.6	18*	28*	27*	30*	28*	13.4*	14.7*	29*						
11.6	18*	28*	27*	30*	28*	13.4*	14.7*	29*																							
W E K 5	TOTAL AUDIENCE (Households (000) & %)		7,790 9.3														10,310 12.3														
	NBC TV		<div>SPORTSWORLD-SAT.</div>														NBC NIGHTLY NEWS- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)		3,440 4.1														8,970 10.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		<table> <tr><td>11</td><td>10*</td><td>11*</td><td>11*</td><td>11*</td><td>11*</td><td>13.4*</td><td>14.7*</td><td>29*</td></tr> </table>														11	10*	11*	11*	11*	11*	13.4*	14.7*	29*						
11	10*	11*	11*	11*	11*	13.4*	14.7*	29*																							
TV HOUSEHOLDS USING TV			WK. 1	37.8	38.4	39.4	38.6	36.3	35.7	36.1	35.5	36.8	37.8	38.2	39.7	41.1	42.6	43.8	45.8												
(See Def. 1)			WK. 2	36.8	38.2	37.9	37.5	36.0	36.4	37.7	38.8	39.7	40.5	43.5	45.5	48.5	50.9	52.6	53.8												

U.S. TV Households: 83,800,000

(1) NCAA TODAY POST-CBS, CBS, (3:48-4:00PM)

For explanation of symbols, See page A.

DAY SAT. OCT. 22, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR.

MEATBALL &
SPAGHETTI
(SUS)(SUS-SD)

GILLIGAN'S
PLANET
(SUS)(SUS-SD)

CAPTAIN KANGAROO-SUN
(SUS)

8,540
7.8

SUNDAY MORNING

4,270
5.1

FACE THE NATION

3,440

4.1

3.4*

4.3*

4.5*

3,770

4.5

19*

16

3.1

3.6

4.2

4.4

4.5

4.6

4.6

4.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR.

MEATBALL &
SPAGHETTI
(SUS)(SUS-SD)

GILLIGAN'S
PLANET
(SUS)(SUS-SD)

CAPTAIN KANGAROO-SUN
(SUS)(SUS-SD)

8,380
10.0

SUNDAY MORNING

4,020
4.8

FACE THE NATION

4,360

5.2

4.2*

5.4*

5.9*

3,350

4.0

22

22*

23*

22*

13

4.0

4.5

5.1

5.7

5.8

6.0

4.1

3.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR.

(1)
(SUS)

(2)
(SUS)

(3)
(SUS)

(4)
(SUS)

14,410
17.2

NEW YORK CITY
MARATHON
(10:30-1:30PM)

5,280

6.3

4.3*

18

15*

4.0

4.7

TV HOUSEHOLDS USING TV	WK 1	4.3	5.5	6.5	7.2	9.5	11.6	13.5	15.7	18.8	21.1	21.9	22.2	23.4	25.1	25.7	26.7
(See Def. 1)	WK. 2	4.3	4.8	6.2	7.8	10.1	12.0	14.3	16.4	19.4	21.5	23.2	24.9	26.4	27.6	28.5	29.9

U.S. TV Households: 83,800,000

(1) ABC SPECIAL RPT-8:15A,ABC,(8:15-8:27AM)(S)

(2) ABC SPECIAL RPT-8:35A,ABC,(8:35-8:50AM)(S)

(4) ABC SPECIAL RPT-10:15A,ABC,(10:15-10:30AM)(S)

For explanation of symbols, See page A.

DAY SUN. OCT. 23, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,860 5.8 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,020 3.6 3.6* 3.3* 2,180 6 2.0*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12 13* 12* 6 5* 3.4 3.8 3.7 3.3 2.0 2.1															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	7,460 8.9 26,980 32.2 FOR OUR TIMES (SUS) CBS NFL TODAY CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,030 7.2 13,320 15.9 12.8* 15.7* 15.3* 16.4* 40 36* 42* 40* 42*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 23 11.8 13.8 15.4 16.0 15.6 15.1 16.1 16.6 6.4 8.0															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,510 3.0 6,290 7.5 24,220 28.9 MEET THE PRESS NFL '83-NBC NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,010 2.4 4,610 5.5 10,560 12.6 11.0* 12.5* 12.8* 12.2* 9 16 31 30* 32* 32* 30*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	2.4 2.3 4.9 6.2 10.1 12.0 12.4 12.6 12.5 13.0 12.1 12.4 2.4 2.3 4.9 6.2 10.1 12.0 12.4 12.6 12.5 13.0 12.1 12.4															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	5,450 6.5 NEW YORK CITY MARATHON (10:30-1:30PM) ← THIS WEEK-DAVID BRINKLEY →															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	5.5* 6.2* 6.9* 8.5* 3,180 17* 18* 19* 22* 3.8 4.3* 3.3* 5.4 5.6 6.0 6.3 6.7 7.1 7.8 9.1 7.2 5.9 4.6 4.1 3.6 3.1															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5.4 5.6 6.0 6.3 6.7 7.1 7.8 9.1 7.2 5.9 4.6 4.1 3.6 3.1															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	7,370 8.8 30,920 36.9 FOR OUR TIMES (SUS) CBS NFL TODAY CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,030 7.2 15,920 19.0 14.5* 17.9* 19.2* 19.8* 19 42 35* 41* 43* 44*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6.7 7.7 13.1 15.9 17.5 18.3 18.9 19.5 19.6 20.1															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	4,020 4.8 6,120 7.3 16,840 20.1 NBC NEWS SPEC. RPT 11 30A (SUS) MEET THE PRESS NFL '83-NBC (12:33-1:00PM) NFL FOOTBALL GM 1-NBC(B) VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,180 3.8 4,860 5.8 7,370 8.8 6.9* 8.4* 8.8* 8.9* 11 16 20 17* 19* 20* 20*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	3.8 4.0 5.9 5.7 6.5 7.4 8.1 8.8 8.7 8.8 9.0 8.7															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.5	28.3	28.7	28.8	29.5	30.7	32.8	34.7	36.2	37.6	38.4	39.6	39.7	40.2	40.9
		WK. 2	31.2	32.9	34.1	35.3	35.3	36.8	38.3	40.0	42.1	44.0	44.9	45.8	45.5	46.0	45.5
DAY SUN. OCT. 23, 1983																	

U.S. TV Households: 83,000,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 16, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>9,800 33,690</div> <div>11.7 40.2</div> <div>RYDER CUP MATCHES (2:30-4:30PM) (1) (OP)</div> <div>WORLD SERIES GAME #5 BALTIMORE VS PHILADELPHIA (4:48-7:44PM) (OP)</div> </div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>8,630 17,600</div> <div>2.0* 5*</div> <div>2.5* 6*</div> <div>3.7* 8*</div> <div>10.3 22</div> <div>18.3* 37*</div> <div>20.7* 41*</div> <div>21.9* 41*</div> <div>22.7* 40*</div> </div>															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %	2.0	2.0	2.2	2.7	3.3	4.2	10.1	13.3	17.2	19.3	20.4	21.1	21.6	22.2	22.7	22.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>21,540 25.7</div> <div>CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)</div> <div>CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST</div> </div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>8,460</div> <div>17.3* 42*</div> <div>17.8* 40*</div> <div>10.1 20</div> <div>12.0* 26*</div> <div>10.6* 22*</div> <div>9.8* 19*</div> <div>8.8* 16*</div> <div>9.2* 16*</div> </div>															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %	17.2	17.5	17.5	17.5	8.2	12.1	12.2	11.9	10.8	10.4	10.0	9.5	8.8	8.9	8.9	9.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,450 7.7</div> <div>NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)</div> <div>RELIGIOUS SERIES (SUS)</div> <div>NBC NIGHTLY NEWS-SUN</div> </div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>5,610</div> <div>13.7* 32*</div> <div>14.1* 31*</div> <div>6.7 15</div> <div>10.1 26*</div> <div>10.6* 22*</div> <div>9.8* 19*</div> <div>8.8* 16*</div> <div>9.2* 16*</div> </div>															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %	13.2	14.1	14.2	13.2	7.8	6.4								5.2	5.8	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,550 10.2</div> <div>ABC WRD NEWS TONIGHT-SUN</div> </div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>7,370 8.8</div> <div>15</div> <div>8.3</div> <div>9.4</div> </div>															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	<div> <div>12,990 15.5</div> <div>CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST</div> <div>9,720 11.6</div> <div>CBS EVENING NEWS-DEAN</div> </div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>11,900</div> <div>21.0* 46*</div> <div>14.2 27</div> <div>8,130 9.7</div> <div>17</div> <div>9.3</div> <div>10.1</div> </div>															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %	21.0	21.0	21.0	21.0	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	<div> <div>20,110 31.2</div> <div>NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST</div> <div>NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST</div> </div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>11,900</div> <div>9.3* 20*</div> <div>10.1* 22*</div> <div>14.2 28</div> <div>14.3* 30*</div> <div>16.6* 34*</div> <div>16.5* 33*</div> <div>14.7* 27*</div> <div>15.7* 28*</div> </div>															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY 1/4 HR. %	9.0	9.6	9.9	10.3	4.5	1.3	13.7	14.9	16.4	16.7	16.7	16.4	14.7	14.6	15.5	16.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	42.2	43.4	44.5	45.2	45.8	46.0	46.7	47.6	48.3	49.4	49.9	51.3	53.8	56.1	57.9
		WK. 2	46.6	47.5	47.3	48.2	48.5	47.9	46.9	47.7	49.2	50.2	51.3	52.5	56.1	57.3	58.9

U.S. TV Households: 83,800,000

(1) WORLD SERIES PRE GAME #5, ABC, (4:30-4:48PM) (5)

A-37 (3) CBS NFL FOOTBALL POST, CBS, MULTI-SEG TELECAST

(2) NFL FOOTBALL POST-NBC, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

DAY SUN. OCT. 23, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.10AM	-GRID	29,580	35.3	14,330	17.1	28			32,510	38.8	17,100	20.4	35	20.5			
	2	9.00-12.27AM	-GRID																
			11.00						16.8										
			11.15					16.3*	29*	15.8									
			11.30							16.2									
			11.45					16.1*	36*	16.0									
			12.00					12.1*	32*	12.1									
		12.15																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
ABC WORLD SERIES GAME #5(S)-CONT'D																			
			7.30					19.2*	32*	19.2									
ABC HARDCASTLE & MCCORMICK	1	7.44- 8.44PM	-GRID 8.30	22,040	26.3	15,500	18.5	28		20.2									
								20.2*	30*	20.2									
ABC ABC SPORTS UPDATE-SUN	1	8.15- 8.16PM	8.15	16,340	19.5	16,340	19.5	29		19.5									
	2	8.32- 8.33PM	8.30								13,320	15.9	13,320	15.9	24	15.9			
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-10.59PM	-GRID								33,440	39.9	17,350	20.7	36				
	2	11.05-12.53AM													18.2*	52*	15.5		
			12.45																
ABC ABC NEWSBRIEF-SUN.	1	9.40- 9.41PM	9.30	14,500	17.3	14,500	17.3	26		17.3									
	2	10.59-11.05PM	10.45 11.00								20,110	24.0	18,770	22.4	36	21.9 22.5			
CBS CBS NFL FOOTBALL POST-2	1	7.15- 7.20PM	7.15	10,810	12.9	9,220	11.0	19		11.0									
CBS 60 MINUTES	1	7.20- 8.20PM	-GRID 8.15	27,490	32.8	18,100	21.6	34											
								22.3*	34*	19.4									
CBS ALICE	1	8.20- 8.50PM	-GRID 8.45	16,260	19.4	13,410	16.0	24		17.3									
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								13,490	16.1	13,490	16.1	23	16.1			
CBS ONE DAY AT A TIME	1	8.50- 9.20PM	-GRID	17,600	21.0	14,830	17.7	26											
			9.15							19.0									
CBS JEFFERSONS	1	9.20- 9.50PM	-GRID 9.45	17,850	21.3	16,170	19.3	29		19.3									
CBS NEWSBREAK-SUN.	1	9.18- 9.19PM	9.15	14,250	17.0	14,250	17.0	25		17.0									
CBS GOODNIGHT, BEANTOWN	1	9.50-10.20PM	-GRID 10.15	16,930	20.2	14,830	17.7	27		18.1									
CBS TRAPPER JOHN, M.D.	1	10.20-11.20PM	-GRID 11.15	19,110	22.8	14,410	17.2	30		15.9									
								18.2*	36*										
NBC NBC NEWS DIGEST-SUN		8.58 8.59PM	8.45	13,910	16.6	13,910	16.6	24		16.6		13,320	15.9	13,320	15.9	22	15.9		
NBC NBC NEWS DIGEST-2-SUN.	1	9.58- 9.59PM	9.45	14,250	17.0	14,250	17.0	26		17.0									
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	8.00	8.45	12,910	15.4	12,910	15.4	25		16.6	M-F								
		8.45	9.45							16.0	MON.	13,070	15.6	13,070	15.6	25	16.5	M-F	
		9.45	10.30							11.0	THU.						12.4	TU-F	
		10.30															24.1	WED.	
ABC ABC NEWS-NIGHTLINE T-F		11.30		5,780	6.9	3,270	3.9	13		6.5	TU-F	5,110	6.1	3,180	3.8	12	5.3	TU-F	
		11.45						5.1*	15*	4.9	TU-F					4.6*	13*	3.9	TU-F
		12.00								3.7	TU-F							3.7	TU-F
		12.15						3.3*	12*	2.9	TU-F					3.3*	11*	3.1	TU-F
		12.30						2.3*	11*	2.4	TU & W								
ABC ABC NEWS-NIGHTLINE-FRI(B)	1	12.40 12.45AM	12.30	3,180	3.8	3,020	3.6	13		3.6	FRI.								
ABC ABC NEWS-NIGHTLINE-MON	1	12.40- 1.18AM	12.30	3,020	3.6	2,180	2.6	14		3.3	MON.								
		12.45						3.0*	14*	2.9	MON.								
		1.00								2.1	MON.								
		1.15						2.1*	13*	1.7	MON.								

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																		
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.30-	1.14AM	12.30							3,180	3.8	2,510	3.0	15	3.4	WED.	
				12.45										3.2*	15*	2.9	WED.	
				1.00										2.6*	15*	2.6	WED.	
ABC ABC NEWS:NIGHTLINE-MON	2	12.57-	1.27AM	12.45							2,180	2.6	1,760	2.1	12	2.9	MON.	
				1.00												2.3	MON.	
				1.15												1.7	MON.	
CBS NEWSBREAK-M-F	2	>	8.30	8.30							13,740	16.4	13,740	16.4	25	10.5	M-F	
CBS LATE MOVIE I	1	8.58-	8.59PM	8.45	13,580	16.2	13,580	16.2	24	16.2	M-F					17.9	M-F	
		>	11.30	8,040	9.6	5,450	6.5	22	6.9	M-F	7,790	9.3	5,280	6.3	21	6.7	M-F	
			11.45				6.8*	19*	6.8	M-F				6.6*	18*	6.3	M-F	
			12.00						6.6	M-F						6.3	M-F	
			12.15				6.5*	24*	6.4	M-F				6.3*	22*	6.3	M-F	
			12.30						6.0	M-F						6.1	M-F	
			12.45				5.9*	27*	5.5	M-F				5.9*	26*	5.2	M-F	
		VARIOUS TIMES	(SUS)															
CBS LATE MOVIE II		>	12.30	4,530	5.4	3,600	4.3	26	4.8	M-F	4,780	5.7	3,770	4.5	26	4.8	M-F	
			12.45				4.7*	24*	4.6	M-F				4.7*	25*	4.8	M-F	
			1.00						4.3	M-F						4.5	M-F	
			1.15				4.2*	27*	4.0	M-F				4.4*	27*	4.3	M-F	
			1.30						3.6	M-W						4.0	TU & W	
			1.45				3.1*	27*	2.9	M-W								
		VARIOUS TIMES	(SUS)															
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,340	1.6	1,260	1.5	17	1.6	M-THSU	1,510	1.8	1,340	1.6	17	1.7	M-THSU	
			2.15						1.3	M-THSU						1.4	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30-	6.00AM	*GRID	2,350	2.8	920	1.1	23	M-THSU	2,430	2.9	1,010	1.2	24	1.7	M-THSU	
			2.30						1.5	M-THSU						1.7	M-THSU	
			2.45				1.4*	20*	1.4	M-THSU				1.6*	22*	1.6	M-THSU	
			3.00						1.4	M-THSU						1.5	M-THSU	
			3.15				1.3*	24*	1.2	M-THSU				1.5*	25*	1.4	M-THSU	
			3.30						1.1	M-THSU						1.3	M-THSU	
			3.45				1.1*	23*	1.0	M-THSU				1.3*	25*	1.3	M-THSU	
			4.00						1.0	M-THSU						1.2	M-THSU	
			4.15				1.0*	24*	.9	M-THSU				1.2*	27*	1.2	M-THSU	
			4.30						.9	M-THSU						1.1	M-THSU	
			4.45				.9*	24*	.9	M-THSU				1.0*	24*	1.0	M-THSU	
			5.30						.9	M-THSU						.8	M-THSU	
			5.45				.9*	23*	.9	M-THSU				.9*	21*	.8	M-THSU	
NBC NBC NEWS DIGEST-M-F		8.58-	8.59PM	8.45	9,970	11.9	9,970	11.9	18	11.9	M-F	10,730	12.8	10,730	12.8	19	12.9	M-F
			9.15													12.2	WED.	
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,640	12.7	10,640	12.7	19	12.7	M-F								
	2	9.58-	9.59PM	9.45														
NBC TONIGHT SHOW		11.30-	12.30AM	11.30	9,470	11.3	5,450	6.5	21	7.7	M-F	12,400	14.8	12,400	14.8	22	14.8	TU&TH
			11.45						7.4*	21*		8,800	10.5	5,280	6.3	20	8.0	M-F
			12.00												7.4*	21*	6.8	MTUTHF
			12.15				5.7*	21*	6.2	M-F						6.5	M-F	
			12.30						5.2	M-F				5.9*	20*	5.3	M-F	
			12.45													4.6	WED.	
														4.3*	20*	4.0	WED.	

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U.S. TV HOUSEHOLDS: 83,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45 1.00 1.15	3,020	3.6	2,510	3.0	16	3.3 2.7	M-TH M-TH		3,100	3.7	2,510	3.0	16	3.6 2.9 2.5 2.1	M-TH MTUTH WED. WED.	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,780	6.9	3,180	3.8	19	5.1 4.5 4.1 3.8* 3.5 3.1 2.9*	FRI. FRI. FRI. FRI. FRI. FRI. FRI.		4,780	5.7	2,680	3.2	15	3.9 3.6 3.6 3.2 2.7 2.3	FRI. FRI. FRI. FRI. FRI. FRI.	
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15 1.30 1.45	2,350	2.8	1,930	2.3	16	2.4 2.1	M-TH M-TH		2,010	2.4	1,680	2.0	14	2.3 1.9 1.8 1.6	M-TH MTUTH WED. WED.	
NBC NBC NEWS OVERNIGHT-M-F		>	1.30 1.45 2.00 2.15	1,420	1.7	1,260	1.5	13	1.7 1.5 1.5	M-F M-TH TU & F		1,340	1.6	1,170	1.4	12	1.5 1.4 1.4 1.2	M-F MTUTH W-F W-F	
		VARIOUS TIMES	(SUS)																
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-6000A(SUS)	2	6.00- 6.15AM	6.00															M-F	
ABC ABC WORLD NEWS-MORN-6.00A(SUS)	1	6.00- 6.15AM	6.00							M-F								M-F	
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	2	6.15- 6.30AM	6.15															M-F	
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	1	6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,260	1.5	1,260	1.5	14	1.5	M-F		1,680	2.0	1,510	1.8	16	1.8	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,290	7.5	6,200	7.4	25	7.4	M-F		6,620	7.9	6,370	7.6	25	7.6	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,340	1.6	1,010	1.2	16	1.1 1.4	M-F M-F		1,340	1.6	1,010	1.2	15	1.0 1.3	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,120	7.3	5,870	7.0	30	7.0	M-F		6,290	7.5	6,120	7.3	31	7.3	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,360	6.4	5,110	6.1	19	6.1	M-F		5,530	6.6	5,280	6.3	19	6.3	M-F	
CBS AFTERNOON PLAYHOUSE(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15									5,780	6.9	3,520	4.2	12	3.9 3.9 4.5 4.5	TUE. TUE. TUE. TUE.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,590	1.9	1,090	1.3	13	1.1 1.6	M-F M-F		1,340	1.6	1,010	1.2	12	.9 1.4	M-F M-F	
DAY SATURDAY																			
ABC MENU-8:25AM		8.25- 8.29AM	8.15	3,180	3.8	2,350	2.8	19	2.8			3,100	3.7	2,430	2.9	16	2.9		
ABC MENU-10:25AM		10.25-10.29AM	10.15	6,030	7.2	5,360	6.4	24	6.4			6,370	7.6	5,610	6.7	25	6.7		
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	5,200	6.2	4,530	5.4	19	5.4			4,860	5.8	4,530	5.4	18	5.4		
ABC NCAA FOOTBALL PRE	2	12.00-12.20PM	12.15									4,530	5.4	3,940	4.7	15		5.0	

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL GAME	2	12.20- 3.35PM	-GRID 3.30								19,440	23.2	8,130	9.7	29	9.5			
ABC WORLD SERIES PRE GAME #4(S)	1	12.30-12.48PM	-GRID 12.45	6,700	8.0	6,200	7.4	25	7.6										
ABC WORLD SERIES GAME #4(S)	1	12.48- 3.56PM	-GRID 3.45	27,150	32.4	14,750	17.6	47	22.6										
							22.7*	56*											
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,020	4.8	3,600	4.3	30	4.3		3,850	4.6	3,690	4.4	29	4.4			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,190	5.0	3,940	4.7	19	4.7		5,030	6.0	4,530	5.4	21	5.4			
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,770	4.5	3,440	4.1	16	4.1		4,860	5.8	4,610	5.5	20	5.5			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,110	4.9	3,940	4.7	17	4.7		5,280	6.3	4,940	5.9	20	5.9			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,020	3.6	2,680	3.2	11	3.2		4,020	4.8	3,770	4.5	15	4.5			
CBS NCAA FOOTBALL-CBS	1	12.30- 3.51PM	-GRID 3.30 3.45 4.00	11,820	14.1	4,110	4.9	14	4.2 3.3 4.0										
							4.0*	10*											
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								4,860	5.8	4,530	5.4	17	5.4			
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								4,110	4.9	3,940	4.7	14	4.7			
CBS NCAA TODAY-CBS	2	3.30- 3.41PM	-GRID								5,200	6.2	5,360	6.4	17				

NBC ASK NBC NEWS-8:28AM	8.28- 8.30AM	8.15	3,180	3.8	3,100	3.7	26	3.7	2,930	3.5	2,680	3.2	21	3.2
NBC ONE TO GROW ON-8:58AM	8.58- 9.00AM	8.45	3,690	4.4	3,440	4.1	21	4.1	2,680	3.2	2,600	3.1	17	3.1
NBC ONE TO GROW ON-10:28AM	10.28-10.30AM	10.15	7,370	8.8	6,960	8.3	32	8.3	7,040	8.4	6,700	8.0	29	8.0
NBC ONE TO GROW ON-10:58AM	10.58-11.00AM	10.45	6,450	7.7	6,370	7.6	27	7.6	6,870	8.2	6,620	7.9	26	7.9
NBC ASK NBC NEWS-12:28PM	12.28-12.30PM	12.15	4,530	5.4	4,270	5.1	16	5.1	5,360	6.4	5,200	6.2	19	6.2
DAY SUNDAY														
ABC ABC SPECIAL REPORT-8.15A(SUS)	2 8.15- 8.27AM	8.15												
ABC DIRECTIONS(SUS)	2 10.00-10.15AM	10.00												
ABC WORLD SERIES PRE GAME #5(5)	1 4.30- 4.48PM	~GRID 4.45	9,800	11.7	8,630	10.3	22	11.4						
CBS IN THE NEWS-7.26AM-SUN(SUS)	7.26- 7.29AM	7.15												
CBS IN THE NEWS-7.56AM-SUN(SUS)	7.56- 7.59AM	7.45												
CBS CBS NFL FOOTBALL GAME 1	1 1.00- 4.05PM	~GRID	26,980	32.2	13,320	15.9	40		30,920	36.9	15,920	19.0	42	20.3
	2 1.00- 4.21PM	~GRID 3.45 4.00 4.15 4.30										20.1*	44*	20.2
						15.4*	34*	16.7 2.4				20.2*	43*	14.4
														<<
NBC NFL FOOTBALL GAME 1-NBC	1 1.00- 4.21PM	~GRID 4.00 4.15 4.30	24,220	28.9	10,560	12.6	31	12.6 6.4 <<						
						12.1*	26*							
NBC NFL FOOTBALL GM 1-NBC (B)	2 1.00- 4.10PM	~GRID 4.00							16,840	20.1	7,370	8.8	20	9.2
												9.5*	20*	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY-CONT'D																	
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 5.35PM	→GRID								26,150	31.2	11,900	14.2	28		
	2	5.41- 7.04PM	4.15												7.5*	16*	10.4